



Lobeck Medical

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At a glance

Address	Industriestrasse 26 CH-5070 Frick Switzerland
President	Andreas Dornbierer
CEO	Rolf Dornbierer
1979	Lobeck Medical AG founded
2003	MediSmart of Switzerland® product brand launched

Stock Notes:

August 2007	Listed on the Open Market section of the Frankfurt Stock Exchange (first day of trading: August 23 rd , 2007)
Security Code No.	A0MR20
Int'l Securities ID No.	CH0025477065
Ticker abbreviation	34L

Profile

Lobeck Medical AG develops and distributes user-friendly product solutions for the medical diagnostics market, with focus on diabetes and in-vitro diagnostics (IVD). With sales and distribution support bases in over 30 countries, the firm has established a broad, international sales network through which new product developments are distributed worldwide under the registered trademark MediSmart[®] of Switzerland. The Swiss firm manufactures its high-quality blood glucose meter in Switzerland and distributes it worldwide under its own product brand name.



The aim of Lobeck Medical AG is to establish itself as the leading medical technology enterprise in its European target markets, and also to expand worldwide with innovative new products.

History of the Firm

Andreas Dornbierer founded what is now Lobeck Medical AG in 1979, originally in order to establish production locations for textiles in Eastern Europe. The customer base was rapidly broadened to include nearly all European countries. The determining factor for the transformation into a medical technology business was the commencement of production of textiles for the medical market sector in 1995. From that point in time, the company's specialisation as a medical technology enterprise became apparent: In close collaboration with various biotech companies, the medical division of the firm developed products for the diabetes and IVD home testing market, which have been distributed internationally since 2003 under the brand name MediSmart[®] of Switzerland. Today, diabetic and home testing products form the two main pillars of the company. Since August 23rd, 2007, Lobeck Medical AG has been listed on the Open Market section of the Frankfurt Stock Exchange.

Vita of the Management

Andreas Dornbierer

is the President of the Board of Directors of Lobeck Medical AG. He founded the firm in 1979 and established a worldwide distribution network. Today Andreas Dornbierer focuses his attention on Investor Relations and Corporate Affairs. Andreas Dornbierer brings his great experience in the sphere of corporate management to the medical technology enterprise.



Rolf Dornbierer

is the Chief Executive Officer (CEO) of Lobeck Medical AG. He has a business education with a degree in business economics and a Swiss federal degree in export management. Rolf Dornbierer joined Lobeck Medical AG in 2006 as Sales & Marketing Manager. Since then he has been developing the network of distribution partners in Europe, in the Near East and Middle East, and in Asia.



Products

Lobeck Medical AG develops and distributes high-quality medical technology products for the diabetes and in-vitro diagnostics market. The company products are sold worldwide under the registered trademark MediSmart[®] of Switzerland. All operations of Lobeck Medical AG are certified by the Swiss Medical Testing Laboratory and by the Technical Inspection Authority (TÜV) of Austria, and correspond to the quality management standard ISO (International Organization for Standardisation) 9001 as well as the EN ISO 13485 requirements for medical products.

MediSmart[®] Blood Glucose Meters



MediSmart[®] Blood Glucose Meters are manufactured in Switzerland. Lobeck Medical AG only uses components of the highest quality in its production. Each blood glucose meter has been subjected to intensive testing and controls before it leaves the factory.

Lobeck Medical AG Blood Glucose Meters are based on unchanging biochemical processes that have also been well proven in practice after many years of intensive testing.

Sapphire Blood Glucose Meter

Attributes and accessories

- Easy handling
- Ergonomic and handy design
- Automatic calibration
- Only small 0.6µl blood sample required
- Alternative sample taking (AST) possible
- Precise result in only 5 seconds
- Memory storage for 480 results (date and time)
- Calculation of 7, 14 and 28-day averages
- Large, easily readable LCD display
- 3 volt CR 2032 battery
- Download software

Diamond Blood Glucose Meter

Attributes and accessories

- Simple operation
- Handy design
- Calibration using accompanying coding strips
- 1.5 µl blood sample required
- High precision and exactness
- Results within 5 seconds
- Automatic calculation of 14 days average
- Memory storage for 100 tests
- Scale from 33-539 mg/dL or 1.8-29.9 mmol/L
- 2 AAA alkaline batteries
- 2,000 tests possible with one set of batteries
- Hematocrit (Hct) range 33-55%
- Data transfer possible (software available separately)

Background about Diabetes

Diabetes is one of the three most rapidly spreading diseases worldwide. Up to eight percent of the population of a country suffer from diabetes. Currently there are about 190 million Type 1 patients around the world, with an annual rate of increase of 15 percent. However, more than half of all persons concerned don't know anything about their disease.

There are two types of Diabetes:

Type 1 Diabetes arises when the body no longer produces its own insulin. In such cases, insulin must be injected daily. Type 1 Diabetes predominantly affects children and young adults.

Type 2 Diabetes occurs when the pancreas does not produce sufficient insulin, or the body is not in a condition to take up the insulin produced. This disease can strike persons in any age class; 80 percent of Type 2 Diabetes sufferers are overweight.

Diabetes treatment

Diabetes still cannot be cured by current medical practices (the curing of diabetes by a pancreas transplant, which is possible in a few cases, is an exception). Both diabetes types have similar effects on the body and are treated in the same manner: with regular blood glucose examinations, a strict diet, regular exercise and the use of insulin or other drugs. Individuals with diabetes can live a healthy and active life if they observe these guidelines.

In-vitro Diagnostics (IVD)

Lobeck Medical AG manufactures and sells home testing products for the in-vitro diagnostics market. In-vitro diagnostics are used for the examination of samples (urine, stool, blood, tissue) from the human body. The aim of these tests is, for example, to obtain information about a person's physiological or pathological condition.

The IVD market

The worldwide IVD market is estimated at about \$28.5 billion dollars (U.S.). Its annual growth rate is approximately 15 percent.

IVD products from Lobeck Medical AG

The IVD products from Lobeck Medical AG provide dependable solutions and fulfil specific requirements. The firm currently markets four home testing products under the brand name MediSmart[®] of Switzerland.



Early Pregnancy Test

The MediSmart[®] Early Pregnancy Test was developed in order to be already able to establish a pregnancy seven days after sexual intercourse. High-quality components and measurement procedures are employed for this purpose (membrane, antibodies, etc.). With the MediSmart[®] Early Pregnancy Test, the threshold level of human chorionic gonadotropin (HCG) is 20 IU/litre, which means that a pregnancy can be recognised at a very early stage. Human chorionic gonadotropin is a hormone which is generated from about the 5th day of pregnancy. Conventional pregnancy tests need 50 IU HCG for confirmation of pregnancy, and can thereby only provide a result about 14 days after the fertilisation. With the reduced threshold level of 20 IU HCG, the MediSmart[®] Early Pregnancy Test has a significantly higher sensitivity, and hence, a precise validity at an earlier stage.

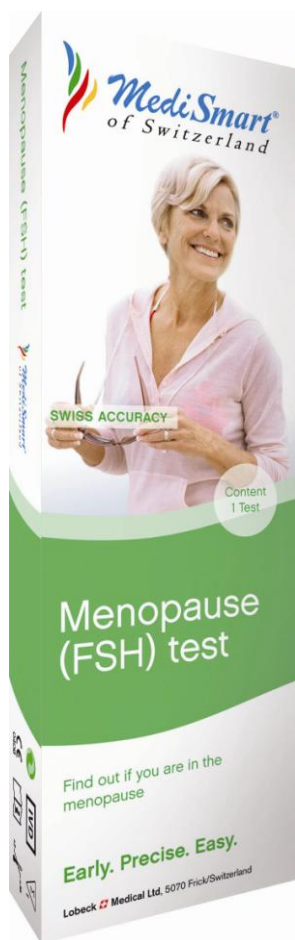


Ovulation Test

With the MediSmart[®] Ovulation Test, women can simply and easily determine when ovulation occurs and thus find out their most fertile days. This makes it possible to plan the optimal time for conception and to raise the probability of a pregnancy. The MediSmart[®] Ovulation Test determines the time of ovulation with a precision of over 99%. The sensitivity of the home test is 20 mIU/mL. A test kit contains five such ovulation tests.

With the home test, the exact time of ovulation is determined by means of an immunochemical method, in which the precise LH (luteinising hormone) value is ascertained. The luteinising hormone is produced in the pituitary gland and released into the bloodstream. In women this is the hormone that triggers ovulation. The blood concentration of LH, which strongly fluctuates during the menstrual cycle, is at its highest in the phase immediately prior

to ovulation. Ascertainment of a high LH value using the Ovulation Test thus gives women information about their most fertile days.



Menopause Test

The MediSmart[®] Menopause Test enables women to find out whether they are already experiencing the menopause. The home test indicates, with a reliability of over 99%, whether the menopause has already begun and what stage of it has been reached. The sensitivity of the MediSmart[®] Menopause Test is 25 mIU/mL.

Menopause is triggered by a hormonal adjustment in the body of the woman. A clear sign of the beginning of menopause (climacteric) is a strongly elevated level of the hormone FSH (follicle-stimulating hormone). Background: The monthly maturation of the follicles in the ovary is triggered by FSH. If this process ceases because of the onset of the menopause, the pituitary gland tries to compensate with an elevated production of FSH in order to stimulate the ovary more strongly.

By means of an exact determination of the FSH Value with the MediSmart[®] Menopause Test, women can obtain reliable evidence, in the familiar atmosphere of their home, as to whether they are already experiencing the menopause and can thereby react accordingly with regard to contraceptive practices and medical advice.



Colon Cancer Early Detection Test

The MediSmart[®] Colon Cancer Early Detection Test is an immuno-chemical test for the detection of hidden (occult) blood in the stool. The home test delivers results with a precision of over 99.5%. To ascertain human occult blood in stool at the earliest possible time, the test has been developed with an especially high sensitivity of 50ng/mL.

The results of the Colon Cancer Early Detection Test help to ascertain gastrointestinal (GI) haemorrhages, which are typical for various gastrointestinal problems such as inflammation of the large intestine, polyps and colon cancer. If the test gives a positive result, further tests can be initiated. This allows colon cancer to be determined and treated at an early stage.

The American Cancer Society and the CDC (Centres for Disease Control and Prevention) recommend the carrying out of an annual colon cancer early detection test from the age of 50 in order to enable early detection and treatment of this disease.

The modern, immuno-chemical MediSmart[®] Colon Cancer Early Detection Test has clear advantages in comparison to traditional guaiac-based tests: false-positive results can be avoided by the use of antibodies against specific blood components. The guaiac method can often lead to misleading results because of dietetic peroxidases, including haemoglobin and myohaematin from meat, uncooked fruit and vegetables, and these results can only be excluded by dieting prior to the test. However, such preparatory measures are not necessary with the MediSmart[®] Colon Cancer Early Detection Test.

Background about Colon Cancer

Colon cancer is the second-most common type of cancer worldwide. Aside from certain lifestyle and nutritional habits, genetic factors contribute to the development of colon cancer.

In Germany, colon cancer affects about 73,000 people each year; in Switzerland the figure is about 4,000 people. About 27,000 people die of colon cancer in Germany each year and in Switzerland there are over 1,500 fatalities annually. And this is despite the fact that the disease can be prevented or cured through early detection.

Early and regular precautionary measures are crucially important because the chances of successfully treating cases of colon cancer depend on whether a malignant tumour is recognised and treated in time. If colon cancer is discovered in a stage in which it has not yet spread to other organs, there exists a 90-100% chance of recovery.

With the MediSmart[®] Colon Cancer Early Detection Test, people can verify, with little expenditure of time and money and in a private environment, whether there exists a good reason for carrying out further examinations, such as a colonoscopy. This clearly reduces the risk of becoming ill with colon cancer.



Male fertility test

With the MediSmart® SpermCheck FERTILITY men now got a high precision hometest to check whether its spermcount is on a fertile, subfertile or even infertile level.

This “3 in 1 – selftest” not only give one result, but 3! The result will inform if the spermcount is above 20 millions per ml (in accordance with WHO-standard this is considered as fertile), below 5 millions per ml (=infertile) or between them (= subfertile). This selftest enables the man, with unfulfilled desire to have children, to test the quality of its sperm in private atmosphere.

PRESS PHOTOS

Lobeck Medical



All photos are available in print quality upon request.



Andreas Dornbierer (President)



Rolf Dornbierer (CEO)



Head office of Lobeck Medical AG in Frick, Switzerland



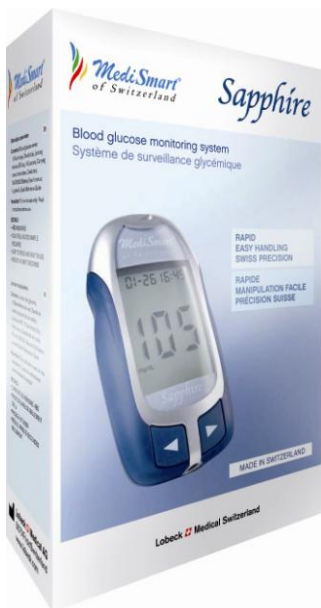
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Sapphire Blood Glucose Meter and equipment



Sapphire Blood glucose meter



Sapphire test strips

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MediSmart® Early Pregnancy Test



MediSmart® Ovulation Test



MediSmart® Menopause Test



MediSmart® Colorectal occult blood test

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MediSmart® SpermCheck FERTILITY