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**QUIDEL CORPORATION AND SUSIE'S CAUSE PARTNER IN  
COLORECTAL CANCER AWARENESS EVENT**

SAN DIEGO, Calif. (March 4, 2008) – Quidel Corporation (NASDAQ: QDEL), a leading provider of rapid point-of-care diagnostic tests, announced today that it is participating at an educational program and special event at “Gunther von Hagens’ Body Worlds 2 & The Brain – Our Three Pound Gem” exhibit at the Maryland Science Center in Baltimore, Maryland to coincide with National Colorectal Cancer Awareness Month. Quidel will showcase its QuickVue® iFOB (immunochemical Fecal Occult Blood) test and provide information on the importance of screening for colorectal cancer in association with The Susan Cohan Kaldas Foundation or Susie’s Cause.

Quidel’s easy-to-use, rapid diagnostic test is used to screen patients to detect the presence of blood in stool specimens. Blood in stool is an indication of a number of gastrointestinal disorders, including colorectal cancer.

Through the Susie’s Cause “Save Our Parents” program, numerous children will be educated on the risks of colon cancer through field trips with local schools to the Body Worlds event. The “Save our Parents” program promotes preventative screening by providing students a thorough understanding of all aspects of colorectal cancer, with the hopes that the students of all ages will educate their parents and family members on the benefits of colorectal cancer screening.

“Quidel is dedicated to raising awareness and educating families on the importance of identifying colorectal cancer,” states Caren Mason, president and CEO of Quidel. “By

working with Susie's Cause, we are extending our reach into the community and hope to continue to provide a solution for identifying colorectal cancer in its earlier stages and to help promote the importance of screening for this devastating disease."

The QuickVue® iFOB test and the Susie's Cause informational exhibit will be on display at the Maryland Science Center on the following dates:

March 6 – 9:30 a.m. to 5:00 p.m.

March 7 – 9:00 a.m. to 9:00 p.m.

March 13 – 9:30 a.m. to 5:00 p.m.

March 14 – 9:00 a.m. to 9:00 p.m.

March 19 – 9:30 a.m. to 6:00 p.m.

March 20 – 9:00 a.m. to 6:00 p.m.

Gunther von Hagens' Body Worlds 2 & The Brain - Our Three Pound Gem

Maryland Science Center at Baltimore's Inner Harbor

601 Light Street

Baltimore, MD 21230

Tickets on sale now at [Ticketmaster.com](http://Ticketmaster.com) or 410-547-SEAT (7328).

For more information on the event, please see the Special Events page of the Maryland Science Center <http://www.marylandsciencecenter.org/bodyworlds/events.html>.

In addition, Susie's Cause published its January 2008 newsletter announcing the event and Quidel's sponsorship: <http://www.coloncancerfoundation.org/newsletters/jan2008.html>.

### **About Quidel Corporation**

Quidel Corporation serves to enhance the health and well being of people around the globe through the discovery, development, manufacturing and marketing of rapid diagnostic solutions at the point of care (POC) in infectious diseases and reproductive health. Marketed under the leading brand name of QuickVue®, Quidel's portfolio of products currently includes tests that aid in the diagnosis of several disease or condition states, including influenza, respiratory syncytial virus, Fecal Occult Blood, Strep A, pregnancy, bacterial vaginosis, H. pylori and Chlamydia. Quidel's products are sold to healthcare professionals with a focus on the physician office lab and acute care markets through leading medical distribution partners on a worldwide basis. Quidel's Specialty Products Group (SPG) develops research products in the fields of oncology and bone health with potential future point-of-care applications. By

building value in rapid diagnostic tests, Quidel provides leadership to the industry and among healthcare professionals and enables the movement of patient testing out of the central laboratory setting and into the physician office, urgent care and other outpatient settings where rapid testing and treatment has an impact on clinical outcomes and provides an economic benefit. For more information, visit [www.quidel.com](http://www.quidel.com), [www.colorectal-test.com](http://www.colorectal-test.com) or [www.flutest.com](http://www.flutest.com).

### **About Susie's Cause**

The Susan Cohan Kasdas Colon Cancer Foundation began with one woman's extraordinary fight against colon cancer. Susie's Story ignited a community into action. The mission of Susie's Cause is to dramatically reduce the death rate of colon cancer throughout the United States and across the world.

Susie's Cause MISSION:

- Provide men and women of all ages the education and Facts About Screening to drive the number of screenings to record highs
- Educate and unite youth with their parents to promote preventive screenings through the Save Our Parents Program
- Provide psychological support to all families immediately upon them hearing the devastating words "you have colon cancer" through the "Sharing, Caring and Surviving Colon Cancer" series
- Aid in clinical trials and cutting-edge research that will increase the speed that critical new medications and treatment regimens become available to the public
- Provide information and support through the foundations industry leading website [www.coloncancerfoundation.org](http://www.coloncancerfoundation.org)

### **About Body Worlds**

Body Worlds aims to educate the public about the inner workings of the human body and show the effects of poor health, good health and lifestyle choices. It is also presented in the hopes that it will stimulate curiosity about the science of anatomy. Real human bodies show the details of disease and anatomy that cannot be shown with models. They also allow viewers to understand how each body has its own unique features, even on the inside. One of the special features of this exhibition is that it offers people a chance to see the real thing in a safe and informative environment. The specimens on view in Body Worlds are examples of the technique called Plastination. Invented by a scientist and anatomist Dr. Gunther von Hagens in 1977, Plastination is the groundbreaking method of halting decomposition and preserving anatomical specimens for scientific and medical education. All of the full-body plastinates and the majority of the specimens are from body donors who bequeathed that, upon their death, their bodies could be used for educational purposes in the exhibitions; some specific specimens that show unusual conditions come from old anatomical collections and morphological institutes. Knowledge about what the human body looks like and how it functions is basic life science information that should be available to everyone. Join the nearly 25 million people throughout the world who have seen the Body Worlds exhibitions, and have gained this knowledge first-hand.

*This press release contains forward-looking statements within the meaning of the federal securities laws that involve material risks, assumptions and uncertainties. Many possible events or factors could affect our future financial results and performance, such that our actual results and performance may differ materially. As such, no forward-looking statement can be guaranteed. Differences in actual results and performance may arise as a result of a*

*number of factors including, without limitation, seasonality, the length and severity of cold and flu seasons, uncertainty surrounding the detection of novel influenza viruses involving human specimens, adverse changes in the competitive and economic conditions in domestic and international markets, actions of our major distributors, technological changes and uncertainty with research and technology development, including any future molecular-based technology, the reimbursement system currently in place and future changes to that system, manufacturing and production delays or difficulties, adverse actions or delays in product reviews by the U.S. Food and Drug Administration (the "FDA"), intellectual property, product liability, environmental or other litigation, required patent license fee payments not currently reflected in our costs, potential inadequacy of booked reserves and possible impairment of goodwill, and lower than anticipated sales or market penetration of our new products. Forward-looking statements typically are identified by the use of terms such as "may," "will," "should," "might," "expect," "anticipate," "estimate," and similar words, although some forward-looking statements are expressed differently. The risks described under "Risk Factors" in reports and registration statements that we file with the SEC from time to time should be carefully considered. You are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date of this press release. We undertake no obligation to publicly release the results of any revision or update of the forward-looking statements.*

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