



FOR IMMEDIATE RELEASE

Free & Clear, Inc. Announces Decision to become a Wholly Owned Subsidiary of Alere LLC

Free & Clear's Clients to Benefit from Exceptional Opportunities for Growth and Innovation

SEATTLE, Wash. September 21, 2009 – Free & Clear, Inc., a national leader in behavior change services, today announced that it has entered into a definitive agreement to become a wholly owned subsidiary of Alere LLC, an industry leader in specialized health management services including wellness, disease management, oncology and women and children's health. Alere is owned by Inverness Medical Innovations (NYSE: IMA), a global leader in diagnostics. Free & Clear will operate as an independent subsidiary with no changes expected to its management team, employee base or client relationships.

Free & Clear employs web and phone-based coaching to engage and empower people to modify unhealthy behaviors that put them at risk for chronic disease. With its acclaimed Quit For Life® Program and newly launched Mind & Body® Program, Free & Clear is known in the prevention services market for an extraordinary client base, strong research, leading clinical outcomes, and transparency in reporting.

“We are delighted to become a part of Alere and Inverness, high-performing companies that share our goal of enabling people to take charge of their health,” said Tim Kilgallon, Free & Clear’s President & CEO. “We are extremely excited by the unique possibilities for product innovation, and we believe our clients and the market in general will benefit from the combination of Free & Clear’s expertise in health improvement through sustained behavior change with Alere’s expertise in chronic disease management and deployment towards a virtual medical home.”

“The combination of Alere and Free & Clear will continue the expansion of Alere’s Wellness Solutions” said Dr. Ron Geraty, CEO of Alere. “Our past acquisitions have clearly demonstrated how Alere can quickly and effectively move into new areas of health and wellness and address new customer needs, and we see great opportunities for continued innovation and development of the Free & Clear product offerings. Over the years, we have been very familiar with Free & Clear, its offerings, and its excellent reputation, and we see this transaction as an exciting opportunity to add significant depth to the Alere wellness portfolio.”

The transaction is expected to close by the end of Q3 2009 and is subject to shareholder approval by both companies and other closing conditions.



About Free & Clear, Inc.

Free & Clear, Inc., the healthy behaviors company, specializes in web-based learning and phone-based cognitive behavioral coaching to help employers, health plans and state governments improve the overall health and productivity of their covered populations. Free & Clear's evidence-based programs address the four key modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity and stress. Evidence-based and subject to continuous improvement, Free & Clear's programs reflect the company's standards of excellence in scalable service quality, customer service, continuous program improvement and transparent reporting of measurable outcomes. Free & Clear is based in Seattle, Washington. More information about Free & Clear can be found at www.freeclear.com.

For More Information:

Sharen Ross
Free & Clear, Inc.
(206) 876-2276
Sharen.Ross@freeclear.com

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