

## Problem

OraSure Technologies (NASDAQ:OSUR), the market leader in oral fluid diagnostics, develops, manufactures and markets oral fluid specimen collection devices, tests and other diagnostic products for sale in the United States and internationally.

OraSure has been a leader in oral fluid testing since 1988 when it developed the first FDA approved oral fluid HIV test, OraSure® HIV-1 Oral Fluid Specimen Device. Since that time, the Company has brought to market additional diagnostic products including Intercept®, a lab-based oral fluid drugs of abuse test and the QED® Saliva Alcohol Test. At the International AIDS Conference in July 2000, OraSure introduced OraQuick®, a rapid, point-of-care HIV test, and began marketing the product internationally, while it underwent clinical trials and testing to gain FDA approval in the U.S. Once FDA approval for OraQuick, as a fingerstick whole blood rapid HIV test was attained in November, 2002 — it became the first FDA approved rapid HIV test in the U.S..

As FDA approval of OraQuick grew near, OraSure needed to establish a go-to-market strategy that would launch the OraQuick product and facilitate post-launch activity to help raise the awareness of the OraQuick product and the OraSure brand. Although approval of the product would represent a significant breakthrough in HIV testing in the United States, OraSure faced several challenges, including a relatively unknown brand, competition from well-

known lab-based HIV tests, and a launch timeline that was dictated by the FDA.

## Solution

OraSure engaged Zer0 to 5ive in September of 2002 to orchestrate the launch of OraQuick and ensure that awareness surrounding the launch was maximized following the announcement. At that time, although FDA approval was near, OraSure did not have press materials or a launch strategy in place for introducing OraQuick to the market.

Within a window of six weeks, Zer0 to 5ive developed and executed an aggressive launch plan that included message development for all target audiences, media training for key executives, corporate and product press materials, and a video news release featuring interviews with OraSure executives and HIV/AIDS experts. Additionally, Zer0 to 5ive worked in conjunction with OraQuick clinical trial sites to develop user testimonials for the product and a media outreach plan that provided press with access to HIV experts in sites across the country, enabling a local angle to coverage in many cities.

On November 7, 2002, the day of FDA approval, Zer0 to 5ive launched the announcement with a media blitz to print and broadcast editors across the nation. An investor/media call was arranged and aggressive outreach was conducted to alert editors about the news and set up interviews with OraSure executives.

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## Benefit

The launch of OraQuick was a great success, with coverage in more than 100 newspapers and newswires, including 18 of the top 25 U.S. daily newspapers, and more than 450 broadcast airings, including all of the top 25 DMA markets. Specific print placements included front page coverage in the New York Times, Wall Street Journal, LA Times and the Houston Chronicle, as well as articles in Newsweek, The Financial Times, and The Wall Street Journal Europe. Broadcast coverage included an interview with OraSure CEO Michael Gausling on CNBC's The Closing Bell, featured segments on CNN, ABC Good Morning America, CBS The Early Show, The News with Brian Williams, ABC World News this Morning, and National Public Radio.

In the weeks following the announcement, Zer0 to 5ive continued its aggressive outreach to ensure key placements in all targeted monthly trade journals and follow-up stories to the November 7 launch announcement.

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