



Alere Appoints Juliet Cunningham to Lead Investor Relations

WALTHAM, Mass., Nov. 21, 2014 – Alere Inc. (NYSE: ALR), a global leader in rapid diagnostic tests, has appointed Juliet Cunningham as Vice President, Investor Relations. In this newly created role, Cunningham will be responsible for driving communications with the investment community.

“As we continue to execute on a series of changes to increase shareholder value, it is critical that we effectively communicate our progress to investors,” said Namal Nawana, Chief Executive Officer. “We are delighted that Juliet Cunningham, a seasoned investor relations executive, has joined Alere to lead our efforts to communicate more transparently and at an increased cadence with the financial community.”

Cunningham brings nearly two decades of investor relations experience to Alere. She draws from a diverse background including corporate, financial, media and regulatory communications. Prior to joining Alere, Cunningham led corporate investor relations at Lytx, Mitek and Novatel Wireless, and served as managing director at the Blue Shirt Group, a strategic communications firm. Previously, Cunningham was senior vice president at QUALCOMM, Inc., where she was responsible for investor relations, corporate communications and public relations during a decade of the company’s rapid growth (\$3 billion to \$85 billion in market capitalization). In that role, Cunningham developed and executed programs to target and manage relationships with institutional investors, equity analysts and financial media. She handled all major company announcements and crisis response, including acquisitions, multiple divestitures, product launches and corporate restructurings.

Juliet Cunningham holds a bachelor’s degree in business administration, and completed graduate programs in investor relations and executive leadership at the University of Michigan and Stanford University, respectively.

About Alere

Because **Knowing now matters™**, Alere delivers reliable and actionable information through rapid diagnostic tests, resulting in better clinical and economic healthcare outcomes globally. Headquartered in Waltham, Mass., Alere focuses on rapid diagnostics for infectious disease, cardiometabolic disease and toxicology. For more information on Alere, please visit www.alere.com.

#

Investor Relations

Juliet Cunningham

ir@alere.com

858.805.2232

Media Contact

Jackie Lustig

Director, Corporate Communications

Jackie.Lustig@alere.com

781.314.4009