



**CONTACT:**

Jeremy Stackawitz  
Quotient Biodiagnostics  
267-757-8778  
[Jeremy.Stackawitz@quotientbd.com](mailto:Jeremy.Stackawitz@quotientbd.com)

Robert Murphy  
[rmurphy@storchmurphy.com](mailto:rmurphy@storchmurphy.com)  
Martin Schildhouse  
[mschildh@storchmurphy.com](mailto:mschildh@storchmurphy.com)  
The Storch-Murphy Group  
908-276-0777

**FOR IMMEDIATE RELEASE**

**QUOTIENT BIODIAGNOSTICS SIGNS MED ALLIANCE GROUP, INC. AS EXCLUSIVE DISTRIBUTOR IN MIDWEST FOR LINE OF TRANSFUSION DIAGNOSTICS**

NEWTOWN, Penn. (October 28, 2009)—On the heels of the U.S. Food & Drug Administration (FDA) approval of its biologics license application (BLA) for the first 15 monoclonal antibodies in its proprietary line of transfusion diagnostics, Quotient Biodiagnostics, Inc., today announced that it has entered into an exclusive agreement with the MED Alliance Group, Inc. (MAGI) to serve as its distributor to customers in the Midwest.

MAGI, a regional specialty distributor that covers 25 percent of the U.S., will augment Quotient's direct sales force by promoting the company's products and facilitating the order process within its territory, which will create access to key customer markets throughout the Midwest. Unlike many specialty distribution organizations, MAGI is ISO 13485:2003 certified and specializes in representing companies in blood, anesthesia, vascular access, respiratory, NICU/PICU, interventional and critical care areas of the acute care hospital setting.

For customers in the rest of the country, Quotient will sell products through its direct sales force and has signed an agreement with the Global Healthcare Exchange (GHX) to provide electronic order processing in all regions outside the Midwest. As a member of GHX, Quotient is now linked with 3800 hospitals nationwide for electronic order processing and invoicing allowing greater efficiency and reduced administration costs versus typical paper processing.

“This exclusive selling agreement partners us with a highly accomplished and experienced team to bring Quotient's transfusion diagnostics products to our customers in the Midwest,” said Jeremy Stackawitz, President and CEO, Quotient Biodiagnostics. “MAGI's proven success in hospital blood banks and high level of customer service is a strong match with Quotient's strategic principles. Combined with GHX, Quotient is now well positioned to service accounts nationwide.”

Quotient Biodiagnostics was formed earlier this year to directly commercialize its proprietary line of products under the trade name ALBAclone<sup>®</sup>. Quotient provides innovative, high-quality and cost-effective solutions to the worldwide transfusion medicine market to help ensure safe and reliable transfusions at a reasonable cost.

This first BLA includes products used in forward blood typing, namely Anti-A, Anti-B, Anti-AB, Anti-D, Anti-E, and Anti-c, as well as some rare anti-sera including Anti-k, Anti-M, Anti-N, Anti- Le<sup>a</sup>, Anti-Le<sup>b</sup>, and Anti-Lu<sup>b</sup> – all monoclonal antibodies. Quotient also has two specialty products in its initial portfolio including the ALBAclone<sup>®</sup> Advanced Partial RhD Typing Kit which identifies weak and partial RhD types with result comparable to molecular analysis at a fraction of the cost, and the Quant-Rho<sup>®</sup> FITC Anti-D product that quantifies Fetal Maternal Hemorrhage without the tribulations of KB staining. In addition, Quotient has several applications pending before, or soon to be submitted to, the FDA to complete a full portfolio of manual reagents of nearly 60 products.

"MED Alliance Group is excited about the opportunity to represent Quotient Biodiagnostics. We believe our specialty sales force, which has been promoting solutions to blood bank and blood center customers for over ten years, will embrace Quotient Biodiagnostics' technologies and diligently represent them to our customers," said Michael Crawford, Chief Operating Officer, MED Alliance Group, Inc.

Those interested in learning more about Quotient Biodiagnostics and its line of products are encouraged to visit [www.quotientbd.com](http://www.quotientbd.com), or call the customer service line 888-284-1901, or e-mail [customer.service@quotientbd.com](mailto:customer.service@quotientbd.com).

### **About Quotient Biodiagnostics**

Quotient Biodiagnostics is the diagnostics division of Quotient Bioscience Group (United Kingdom), and through its wholly owned subsidiary, Alba Bioscience, brings over 30 years experience in the transfusion medicine market to the Group. Quotient will focus on providing innovative, high-quality and cost-effective solutions to the worldwide transfusion medicine market, helping to ensure safe and reliable blood transfusions. Quotient's goal is to develop innovative new products and technologies to serve the worldwide transfusion medicine market, build a commercial operation (initially in North America) to market and sell the Group's world leading range of blood typing and screening products and continue as an important supplier of key raw materials and innovative new products to the Original Equipment Manufacturers market.

###