



## **PRESS RELEASE**

**Geneva Switzerland, 16 September 2008**

### **Unilabs announces the launch of a new corporate identity**

**Unilabs, one of Europe's leading diagnostic services companies, has unveiled its new corporate identity. The new brand is designed to reflect today's Unilabs – a customer-oriented company that will become a strong force in the European laboratory and radiology market.**

The rebranding of Unilabs represents a significant step in connection with the integration process following last year's fusion of Unilabs and Capio Diagnostics, which has created a leading European quality-driven laboratory and radiology service group. Following the complete separation from Capio, Unilabs has now launched its new corporate identity.

"The fact that we are now united under a single brand name and symbol makes Unilabs unique. It will give us a distinctive competitive advantage, both on a local and a European level" stated Dan Olsson, CEO of Unilabs. "It strengthens our integration work, where our ambition is to provide an even better service offer to our local customers, building on our total experience and competence", concludes Mr Olsson.

With over 3000 employees, today Unilabs has operations in eleven European countries, including Russia. The company performs analyses in most laboratory specialities and executes, annually, over 28 million laboratory tests and approximately 800 000 radiology examinations, including mammography. Based on this operational platform, Unilabs is now prepared to go forward and take part in the ongoing consolidation of the European market.

"Unilabs has a pan European strategy and a clear and consistent use of our corporate identity will, over time, build greater awareness and knowledge of the Unilabs offering" said Paul Hökfelt, Chairman of the Unilabs Board. Mr Hökfelt continues, "I am also pleased to see that the companies will now continue to operate in the market under the same identity, thereby optimising marketing and sales efforts."

**For more information: [www.unilabs.com](http://www.unilabs.com) OR please contact:**

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*Unilabs is Europe's leading diagnostic services company within laboratory and radiology services. We have more than 3000 employees and operate more than 80 laboratories and 30 radiology units in Denmark, Finland, France, Italy, Norway, Portugal, Russia, Spain, Sweden, Switzerland, and the United Kingdom. Our customers are both public and private healthcare units such as hospitals, outpatients clinics, GPs, occupational health units, insurance companies, drug development companies and CROs. We supply medical laboratory analyses and services within clinical biochemistry, clinical haematology, clinical microbiology, cellular pathology, transfusion medicine and clinical trials. Our radiology units supply services within conventional X-ray, mammography, MRI, CT, ultrasound, fluoroscopy, osteoporosis and nuclear medicine.*