

## Regulatory Story

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**Company** [Omega Diagnostics Group PLC](#)  
**TIDM** ODX  
**Headline** UK Distribution agreement for Genesis products  
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 Omega Diagnostics Group PLC  
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### **Omega Diagnostics Group PLC ('Omega')**

#### **UK Distribution agreement for Genesis products**

Omega, the AIM listed medical diagnostics company, announces that its UK-based subsidiary, Genesis Diagnostics Ltd ('Genesis') has signed an exclusive distribution agreement with Biohit Healthcare Ltd ('Biohit'), the UK-based subsidiary of Biohit Oyj, a Finnish public company which develops, manufactures and markets liquid handling products and diagnostic test systems for use in research, health care and industrial laboratories.

Biohit will take on the UK distribution and servicing of the Genesis product range using their UK-wide sales force and will offer complete coverage of the UK NHS hospital network. Both companies are committed to maintaining and improving upon the high level of customer service provided by Genesis. Biohit already services many current Genesis customers and the customer base is expected to expand as a result of this agreement.

Andrew Shepherd, Chief Executive of Omega, said, "The synergy between Genesis and Biohit is clear in that both companies service the same clinical laboratory market with complementary products. The UK market for clinical diagnostic products is highly competitive and we need to have a full scale sales force that can operate across the UK and increase our business base going forward. Using Biohit provides us with access to a much enlarged customer base and allows our resources to be focussed on other growth areas in the UK and beyond."

Richard Vaughton, Managing Director of Biohit commented, "The addition of Genesis products enhances the offering to our current customer base and helps

focus our sales drive in the clinical laboratory market. We look forward to providing an excellent service to existing Genesis customers, many of whom we are familiar with, and to winning many new customers."

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**Information on Biohit Oyj**

Biohit Oyj, a Finnish Public company, develops, manufactures and markets liquid handling products and diagnostic test systems for use in research, health care and industrial laboratories.

Established in 1988, Biohit Oyj is headquartered in Finland. Biohit has subsidiaries in France, Germany, the UK, Russia, China, Japan and the USA. Additionally, Biohit's products are sold by approximately 450 distributors in 70 countries. Biohit Oyj had net sales of 35.1M euros in 2008 and employed 370 personnel.

Geographically sales are split as follows: Europe: 55.6%; North & South America 18.1%; Asia 11.5%; Other Countries 14.8%

Biohit's shares (BIOBV) are quoted on NASDAQ OMX Helsinki.

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