



Predictor

Predictor: the reference for home diagnostics

Nazareth (Belgium), 28 February 2007 – Today the Predictor-Lotto Pro Tour cycling team is presented to the media. At this occasion, Omega Pharma Belgium introduces the new Predictor home diagnostics range of products that will be available in the Belgian pharmacies as of this spring. In addition to a state-of-the-art new Predictor pregnancy test, the assortment has been extended with infrared thermometers and blood pressure monitors. Other home diagnostic products will complement the assortment at a later stage. With this new strategy for Predictor, Omega Pharma has chosen to become a major player in the market of home diagnostics. After the Belgium launch, other country organizations of the Omega Pharma group, too, will implement this strategy and launch new Predictor products in the course of 2007.

Predictor: the first ever pregnancy test for in-home use

The Predictor brand was created in 1971 to become the first ever pregnancy test for in-home use. Throughout the years, the test has continuously benefited from technical innovations. Predictor has become a leader on the pregnancy test kit market, and stands for safety and accuracy.

Predictor pregnancy test: even greater ease of use

Omega Pharma intends to further strengthen the leader position of Predictor (46% market share in Belgium, source IMS) on the market of in-home pregnancy tests. To this end, Omega Pharma Belgium introduces a new version of the Predictor pregnancy test, with a contemporary design. The new test is even more user-friendly than before; the icons that are embossed on the test stick clearly indicate how to use the product. The test result is clearly readable and assures accurate interpretation. The new Predictor pregnancy test is the only stick that offers a permanent readable result upon completion of the test. Consequently, the user can share the test result with her dearest. When breaking-off the handle, she obtains a memento of a unique time in their life.

Predictor: the reference brand for in-home diagnostics

Today, consumers want to be more involved with health care and wish to take control of their own health. This trend has led to a growing market for home diagnostics, allowing people to test their health in the privacy of their home. Predictor has the notoriety and the reputation required to become the true reference in home diagnostics..

Today, Omega Pharma Belgium has extended the Predictor range with two infrared fever thermometers and two blood pressure monitors. The high-quality infrared thermometers are available in two versions: the first one is measuring temperature in the ear; the second one measures temperature accurately on the forehead. The Predictor home diagnostic test will be recognized by its well-known logo and specific color code. The new thermometers will be packed in a green color coded box, while the blood pressure monitors will be packed in a blue color coded box. The blood pressure meters are available in a wrist and an upper arm "classic" version. The new Predictor products will be available in the coming days in the Belgian pharmacies.

For the complete press kit, more information or pictures othe Predictor assortment, please visit www.omega-pharma.be of www.predictor.be, or contact

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