

FOR IMMEDIATE RELEASE

**Alfa Wassermann Diagnostic Technologies Honored for Delivering
'World-Class' Customer Service**

*Receives Omega's prestigious NorthFace ScoreBoard AwardSM
for exceeding customer expectations*

WEST CALDWELL, NJ – April 15, 2015 – Alfa Wassermann Diagnostic Technologies, LLC (AWDT) announced today that it has received the [NorthFace ScoreBoard AwardSM](#) from [Omega Management Group Corp.](#) in recognition of achieving excellence in customer service and support in 2014, marking its thirteenth consecutive year in receiving the award. Since 2000, the award has been presented annually to companies who, as rated solely by their own customers, exceeded expectations in customer satisfaction during the prior calendar year. Omega is an expert in customer experience management (CEM) strategy, and helps companies boost revenue and profits by consistently exceeding customer expectations for service quality.

“The NorthFace ScoreBoard Award recognizes organizations who not only offer exemplary customer service, but who also center their existence on a deep commitment to exceeding customer expectations,” said John Alexander Maraganis, president & CEO of Omega. “In 2014, more than 250 projects, many international in scope, were judged from scores of companies based in the U.S. and abroad. The majority of companies are repeat recipients, which shows that, despite the tough economy, implementing a CEM strategy is a reliable, proven way to achieve business success.”

Alfa Wassermann Diagnostic Technologies President, Peter J. Napoli, is pleased to accept the NorthFace ScoreBoard Award, stating: “Achieving this recognition consecutively for thirteen years shows our customers how truly committed we are to providing product and service satisfaction to them. Our Sales and Service Teams have expertly anticipated and successfully addressed our customers’ needs, and I am proud that their efforts are being recognized through the NorthFace Scoreboard Award.”

Omega’s methodology measures customer satisfaction and loyalty levels on a 5-point scale (or equivalent) four times during the year in such categories as technical support, field service, customer service and account management. NorthFace ScoreBoard Award recipients are companies who, based solely on survey responses from their own customers, achieved a 4.0 or above out of a possible 5.0.

“Due to its unique ‘customer-only vote’ criteria, the NorthFace ScoreBoard Award has been viewed from its inception as the only objective benchmark for excellence in customer service,” Maraganis said. “Our research indicates that companies that consistently achieve a 4.0 rating or above, which we call the ‘Loyalty Zone,’ are succeeding in locking in profitable, long-term customer relationships, and this significantly raises the bar on their competitors.”

-more-

About Alfa Wassermann Diagnostic Technologies, LLC

Alfa Wassermann Diagnostic Technologies, LLC is a leading provider of medical diagnostic instrumentation and reagents to the physician office and veterinary lab markets. Alfa Wassermann's diagnostic technology products include the ACE Alera®, ACE Axcel®, and Vet Axcel® clinical chemistry analyzers that are sold around the world to physicians, veterinarians, research laboratories, and other such medical facilities, including many of the leading pharmaceutical companies, academic institutions, and animal conservatories.

For further information, please contact:

Lauren DiPrima

Director of Marketing

800-220-4488 x244

ldiprima@alfawassermannus.com

###

All trademarks, service marks and company names are the property of their respective owners.