



## News Release

Contact:

Vikki Lomas  
Corporate Communications  
T: (+44) 1865 781607  
[vikki\\_lomas@europe.bd.com](mailto:vikki_lomas@europe.bd.com)

### **BD Launches BD MAX™ Open System in Europe and Reveals Strategy to Build Broad Menu of Assays that Provide Timely, Accurate Information to Laboratories and Clinicians**

**Milan, Italy (May 6, 2011)** – BD Diagnostics, a segment of BD (Becton, Dickinson and Company) (NYSE:BDX), today announced the European launch of the BD MAX™ Open System for molecular testing, which will enable laboratories to run both laboratory and BD-developed assays and offer enhanced testing services that elevate the standards of care at their institutions.

BD made the launch announcement on the opening day of the 21<sup>st</sup> European Congress of Clinical Microbiology and Infectious Diseases and the 27<sup>th</sup> International Congress of Chemotherapy (ECCMID/ICC) in Milan, Italy.

“In a world with ever-evolving pathogens, laboratories need to provide clinicians with fast, accurate and actionable diagnostic information that will save patient lives,” said Tom Polen, President of BD Diagnostics - Diagnostic Systems. “The new completely open, state-of-the-art BD MAX System empowers laboratories to automate their unique internally developed molecular assays, while accessing a rich and growing menu of world-class assays from BD and our leading assay development partners.”

BD MAX is the first and only fully automated, open, bench-top molecular testing workstation able to perform both IVD/CE and laboratory-developed tests. The BD MAX System gives clinical laboratory professionals new ability to help their institutions respond to emerging threats, such as new strains of deadly drug-resistant bacteria or respiratory illnesses.

“BD’s strategy is to make BD MAX the laboratory equivalent of a smartphone,” said Polen. “We are working with leading assay development companies from around the world to develop a constantly growing, content-rich menu of tests that deliver critical information to caregivers faster and more accurately than current methods. Our plan is to make the BD MAX System an indispensable tool that no laboratory professional will want to live without.”

- more -

According to Polen, BD intends a steady stream of announcements regarding agreements with best-in-class IVD assay developers to bring new assays to the BD MAX System for a broad range of disease categories.

The BD MAX System's content-rich menu, open capability, full automation and standardized workflow will enable laboratories to consolidate and standardize a broad range of molecular tests to build programs that meet both their current and future clinical needs. The system will give European laboratories the ability to run their current laboratory developed assays as well as the ability to develop new ones.

For information about the new BD MAX System, please visit:

[www.bd.com/geneohm/english/products/max/](http://www.bd.com/geneohm/english/products/max/)

### **About BD**

BD is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. The Company is dedicated to improving people's health throughout the world. BD is focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. BD's capabilities are instrumental in combating many of the world's most pressing diseases. Founded in 1897 and headquartered in Franklin Lakes, New Jersey, BD employs approximately 29,000 associates in more than 50 countries throughout the world. The Company serves healthcare institutions, life science researchers, clinical laboratories, the pharmaceutical industry and the general public. For more information, please visit [www.bd.com](http://www.bd.com)

\*\*\*

*This press release contains certain forward-looking statements (as defined under Federal securities laws) regarding BD's performance, including future product development. . Forward-looking statements may be identified by the use of words such as "plan", "intend" or words of similar meaning in conjunction with statements of future performance. All such statements are based upon current expectations of BD and involve a number of business risks and uncertainties. Actual results could vary materially from anticipated results described, implied or projected in any forward-looking statement. With respect to forward-looking statements contained herein, a number of factors could cause actual results to vary materially from any forward-looking statement. These factors include, but are not limited to: difficulties inherent in product development and delays in product introductions; the possibility that BD may not be able to enter into product development agreements on satisfactory terms; the unknown consequences of the recently-enacted healthcare reform in the United States, including potential reduced demand for BD's products; adverse changes in regional, national or foreign economic conditions, including any impact that may result from the current global economic situation on BD's ability to access credit markets and finance its operations, the demand for BD's products and services, or its suppliers' ability to provide products needed for BD's operations; competitive factors; pricing and market share pressures; increases in energy costs and their effect on, among other things, the cost of producing BD's products; fluctuations in costs and availability of raw materials and in BD's ability to maintain favorable supplier arrangements and relationships; new or changing laws impacting BD's business or changes in enforcement practices with respect to such laws; and future healthcare reform, including changes in government pricing and reimbursement policies or other cost containment reforms. BD does not intend to update any forward-looking statements to reflect events or circumstances after the date hereof except as required by applicable laws or regulations.*