MEDIA ALERT

TearLab Teams With The Sjogren’s Foundation To Promote Dry Eye Disease Awareness Month

San Diego, CA June 28, 2013 — TearLab is partnering with the Sjögren’s Foundation to promote Dry Eye Disease Awareness Month this year. Throughout July TearLab will be raising awareness through professional communications and in-clinic materials delivered directly to customers. The efforts extend to social media; via Facebook, TearLab will be donating $1 for every "Like" logged in the month of July on Sjögren's Syndrome Foundation's facebook page, as well as AllAboutDryEye's facebook page, a consumer website and social media platform containing information for patients about the prevalence of Dry Eye Disease, and a place for patients to interact and share their stories.

Dry Eye Disease (“DED”) is one of the most under-diagnosed ocular diseases, and yet it is the most common reason why patients go see their eye care professional. In its mild to moderate forms, it can reduce the quality of vision and the ability to go about daily activities. In its more severe forms, DED can lead to permanent loss of vision.

According to numerous peer-reviewed studies, tear osmolarity may be the single best test for the diagnosis of DED. The TearLab® Osmolarity System is intended to measure the osmolarity of human tears to aid in the diagnosis of DED in conjunction with other methods of clinical evaluation. Using a novel lab-on-a-chip approach, the TearLab System requires less than 50 nL (nanoliters) of tear fluid and displays quantitative osmolarity results in less than 30 seconds. By requiring such a small amount of tears, the TearLab System eliminates the challenges that previously prevented point-of-care osmolarity testing. In addition, it is simple enough to be operated by a technician, greatly improving patient throughput either in an office or center setting.

“As a clinician I appreciate TearLab's efforts to help raise awareness of dry eye disease among my clinic staff and patients. Dry eye disease is under-diagnosed and tools that educate our patients help us to improve quality of care.” says world-renowned ophthalmologist, Dr. Marguerite McDonald.

“DED is a common symptom of Sjögren’s, which is why partnering with TearLab to raise awareness of this issue is so important,” commented Steve Taylor, CEO of the Sjögren’s Foundation, www.sjogrens.org. “We hope that anyone suffering from DED will discuss the possibility of an underlying medical condition, like Sjögren’s, with an eye care professional .”

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