



Quidel Corporation – Responsible Advertising and Sales Statement

Quidel Corporation is committed to conducting its business with integrity and the highest ethical standards. As part of that commitment, Quidel has developed a Comprehensive Compliance Program (CCP) that is designed to ensure the company and its employees operate in accordance with all applicable federal and state laws and industry standards relating to the marketing and promotion of our products and our relationships with the medical community. Sales and marketing employees receive responsible marketing training. Quidel is required to have a robust responsible marketing audit process as regulated by the FDA.

The CCP, in conjunction with the Quidel [Code of Business Conduct and Ethics](#) and other company policies and adherence to voluntary industry guidelines, including the Advanced Medical Technological Association Code of Ethics on Interactions with Health Care Professionals (“AdvaMed Code”), is intended to:

- Provide guidance for ethical interactions with the medical community;
- Prevent and detect the occurrence of unethical or unlawful behavior;
- Stop unethical or unlawful behavior as soon as reasonably possible after its discovery;
- Discipline personnel who violate the company’s policies, including individuals responsible for the failure to detect and report a violation; and
- Implement any changes in policy and procedure necessary to help prevent recurrences of a violation.