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**IDEXX Laboratories Launches National Cat Wellness Campaign with
Feline Disease Prevalence Maps at Kittytest.com**

**One-of-a-kind Tool Helps Cat Owners and Veterinarians Determine Local Risk
for Common Feline Diseases**

Westbrook, Maine, United States, January 6, 2009—IDEXX Laboratories, Inc. (NASDAQ: IDXX) today announced it has launched a campaign to promote feline wellness nationwide. At the campaign's foundation is an interactive feline disease prevalence map located at kittytest.com that cat owners and veterinarians alike can use to determine the likelihood of common feline diseases based on factors including geographic region by county, cat's age and living environment. The campaign's goal is to increase awareness, testing, management and prevention for three leading infectious feline diseases that can be difficult to detect: feline heartworm, feline leukemia virus (FeLV) and feline immunodeficiency virus (FIV). Combined, these diseases affect hundreds of thousands of cats in the U.S.

Pet owners will benefit by utilizing the disease maps to determine whether their cat is at risk for these diseases and scheduling a visit to their veterinarian if their cat is at risk. Veterinarians will benefit from having access to available prevalence data, which can help inform them about how many cases of each disease is confirmed in their region and test their patients accordingly.

"Kittytest.com is based on thousands of test results from veterinarian partners across the country. A tailored prevalence indicator based on rich data like this has never been done before," said Jessica Lachtara, IDEXX marketing associate. "We are excited to launch a tool that will help cats across America live healthier lives."

The kittytest prevalence tool is supported by leading partners including the American Heartworm Society and Marley Fund, among others. Everyone is invited to link their Web site or blog to this important tool to help raise awareness for feline disease risk among cat owners and veterinarians. It can be easily downloaded and posted on your site by visiting kittytest.com.

This campaign underscores IDEXX's commitment to improving the lives of companion animals through diagnostic testing and veterinary care. Through this viral campaign the company hopes that cats everywhere will benefit from improved disease diagnostics, management and prevention.

About IDEXX Laboratories

IDEXX Laboratories, Inc. is a leader in companion animal health, serving practicing veterinarians around the world with innovative, technology-based offerings including a broad range of diagnostic products and services, practice management systems and pharmaceuticals. IDEXX products enhance the ability of veterinarians to provide advanced medical care and to build more economically successful practices. IDEXX is also a worldwide leader in providing diagnostic tests and information for the production animal industry and tests for the quality and safety of water and milk. Headquartered in Maine, IDEXX Laboratories employs more than 4,500 people and offers products to customers in over 100 countries.

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