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## **Trinity Biotech Retains Lytham Partners, LLC To Conduct National Investor Relations Programme**

**DUBLIN, Ireland (May 29<sup>th</sup>, 2008)**....Trinity Biotech plc (NASDAQ:[TRIB](#)), a leading developer and manufacturer of diagnostic products for the point-of-care and clinical laboratory markets, announced that it has retained Lytham Partners, LLC to conduct a full-scale national investor relations programme.

Brendan Farrell, Chief Executive Officer, said, “We have made substantial progress in recent quarters to reposition the company for improved operational performance. We believe, as do the managing partners at Lytham Partners, that operational and financial performance are the predominant attributes by which a company should be judged and valued. Having made the changes necessary to enhance our performance, it is now important that the investment community in our largest market, the United States, fully understands the strategic direction and the investment opportunity that Trinity Biotech represents.

“We believe the efforts of Lytham Partners can substantially improve the potential for enhanced shareholder value as we continue to successfully execute our strategic business plan.”

Joe Diaz, partner at Lytham Partners, commented, “We look forward to the opportunity of representing Trinity Biotech to the national investment community. We believe that the diagnostic testing technology that Trinity Biotech brings to the market has the potential to dramatically improve the ability of medical professionals to rapidly diagnose, treat, and improve quality of life for their patients worldwide. We look forward to working with the entire Trinity Biotech team.”

[more-more-more](#)

Forward-looking statements in this release are made pursuant to the "safe harbor" provision of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements involve risks and uncertainties including, but not limited to, the results of research and development efforts, the effect of regulation by the United States Food and Drug Administration and other agencies, the impact of competitive products, product development commercialization and technological difficulties, and other risks detailed in the Company's periodic reports filed with the Securities and Exchange Commission.

*Trinity Biotech develops, acquires, manufactures and markets diagnostic systems, including both reagents and instrumentation, for the point-of-care and clinical laboratory segments of the diagnostic market. The products are used to detect infectious diseases and blood coagulation disorders, and to quantify the level of Haemoglobin A1c and other chemistry parameters in serum, plasma and whole blood. Trinity Biotech sells direct in the United States, Germany, France and the U.K. and through a network of international distributors and strategic partners in over 75 countries worldwide. For further information please see the Company's website: [www.trinitybiotech.com](http://www.trinitybiotech.com).*

*Lytham Partners is a national investor relations firm representing small-cap companies that feature leading-edge products, services and/or technology. In addition to a client roster of innovative domestically based companies, the firm has extensive experience working with international clients looking to expand their visibility in the U.S. investment markets.*