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**Akers Biosciences, Inc.**  
("ABI" or the "Company")

**Launch of revolutionary PIFA PLUS PF4 Rapid Assay  
wholeblood technology**

Akers Biosciences, Inc. (AIM:AKR), a leading designer and manufacturer of rapid diagnostic screening and testing products, is pleased to announce that its patented blood cell separator technology (the "Technology") will be integrated into the Company's PIFA Rapid Assay platform and launched into market in January 2012.

The Technology enables the immediate separation of serum (the liquid component of blood) from a patient's finger stick or venous whole blood sample and then introduces the extracted specimen into a rapid assay device to provide a real-time result. In addition, whole blood treated with certain anticoagulants, commonly used in some coagulation laboratories, will now be compatible with the Company's PIFA Rapid Assay platform.

The Technology, which fulfills all of the requirements of the FDA for marketability, is designed to be adaptable and can also be applied to other diagnostic testing methodologies.

This enhancement drastically improves assay turn-around-time which is critical not only to point-of-care ("POC") screening, but to all *in vitro* diagnostic testing overseen by the laboratory. In the Company's interim statement of 7 September 2011, the product was referred to as "PIFA POC"; it will now be branded under the trade name PIFA PLUS to represent the addition of our Serum Separation technology into the PIFA platform.

The initial introduction of this product line extension will expand the Company's franchise in the Heparin-Induced Thrombocytopenia ("HIT") rapid testing market. The PIFA PLUS PF4 Rapid Assay will be uniquely positioned as the only whole blood, disposable screening device for the rapid detection of antibodies which are a major determinant in the pathogenesis of HIT, a life-and limb-threatening complication of treatment with the blood-thinner Heparin.

The Company plans to apply the Technology to many of its other diagnostic products, including its infectious disease suite of rapid assays, which includes diagnosis of Chlamydia and Malaria. In the USA, the PIFA PLUS PF4 Rapid Assay will be sold to end-users exclusively by ABI's direct sales force; the Company is actively seeking partners for non-USA distribution.

**Thomas A. Nicolette, President & CEO, commented:**

"With an industry shift towards expedited test results in the clinical laboratory and at the point-of-care, the forthcoming launch of our revolutionary blood cell separator technology within our PIFA platform represents a breakthrough in diagnostic testing.

PIFA PLUS narrows the entire test procedure, inclusive of sample preparation, to a timeline measured in minutes, versus traditional more labour-intensive and slower methods which can involve samples being sent away to external laboratories. The product further demonstrates our continued dedication to technology enhancement and to delivering clinically-relevant information for laboratorians, and the physicians whom they support, in a timely and cost-efficient manner.

In addition to the anticipated value this Technology will bring to ABI's portfolio, the adaptability of the Technology may lead to partnerships with other diagnostic firms for use on their own platforms."

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### **About Akers Biosciences, Inc.**

Akers Biosciences develops, manufactures, and supplies rapid, point-of-care screening and testing products designed to bring healthcare information both rapidly and directly to the consumer or healthcare provider. The Company has advanced the science of diagnostics while responding to major shifts in healthcare through the development of several proprietary platform technologies. The Company's state-of-the-art rapid diagnostic assays can be performed virtually anywhere in minutes when time is of the essence. ABI has aligned with major healthcare companies and high volume medical product distributors to maximise product offerings, and to be a major worldwide competitor in diagnostics. Additional information on the Company and its products can be found at [www.akersbiosciences.com](http://www.akersbiosciences.com)