



February 2, 2012

Chembio Diagnostics, Inc. to Webcast, Live, at RetailInvestorConferences.com on February 2nd

Company invites Main Street and Wall Street investors to attend interactive real-time virtual conference

NEW YORK, Jan. 30, 2012 /PRNewswire/ -- Chembio Diagnostics, Inc. (OTC.PK: CEMI and OTC.QB: CEMI), which develops, manufactures, markets and licenses point-of-care diagnostic tests, today announced that Lawrence A. Siebert, President and Chief Executive Officer, will present at RetailInvestorConferences.com.

DATE: February 2, 2012

TIME: 4:00 PM EST

LINK: www.retailinvestorconferences.com > Click the red "register/ watch event now" button.

This will be a live, interactive online event where investors are invited to ask the company questions in real-time - both in the presentation hall as well as the company's "virtual trade booth." If attendees are not able to join the event live on the day of the conference, an on-demand archive will be available for 90 days.

It is recommended that investors pre-register to save time and receive event updates.

About Chembio Diagnostics, Inc.

Chembio Diagnostics, Inc. (OTCQB: CEMI), a profitable microcap company, develops, manufactures, licenses and markets point-of-care (POC) diagnostic tests for the detection of infectious diseases in humans and animals. Chembio's patented Dual Path Platform (DPP®) enables improved accuracy, multiplexing, and greater sample control. Several new tests have already been developed. A 3,000 patient clinical trial for an oral fluid HIV test is nearly complete and FDA approval is anticipated in late 2012 or early 2013. Chembio has collaborations with Alere Inc. (ALR), Bio-Rad Laboratories, Inc. (BIO), and the Oswaldo Cruz Foundation (FIOCRUZ), Brazil's preeminent public health institute through which five DPP® products were approved in 2010-2011, and which are now providing significant new product revenue streams to Chembio. During the 3rd quarter of 2011, revenues were \$5.9 million and net income exceeded \$.5 million. There are 69.6 million fully diluted shares, of which 12.4 million are held by management.

About RetailInvestorConferences.com:

Since 2010, RetailInvestorConferences.com, created by [BetterInvesting \(NAIC\)](#), [PR Newswire](#) and [MUNCmedia](#), has been the only monthly virtual investor conference series that provides an interactive forum for presenting companies to meet directly with retail investors using a graphically-enhanced online platform.

Designed to replicate the look and feel of location-based investor conferences, Retail Investor Conferences unites PR Newswire's leading-edge online conferencing and investor communications capabilities with BetterInvesting's extensive retail investor audience network and MUNCmedia's sophisticated retail investor targeting.

SOURCE Chembio Diagnostics, Inc.

CONTACT: Susan Norcott, Chembio Diagnostics, Inc., +1-631-924-1135 x125, snorcott@chembio.com, or Bradley H. Smith, RetailInvestorConferences.com, +1-201-942-7157, bradley.smith@prnewswire.com