ALERE INC.
Form DEFA14A
July 29, 2013

SCHEDULE 14A

(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement pursuant to Section 14(a) of the Securities

Exchange Act of 1934

Filed by the Registrant x

Filed by a party other than the Registrant ¨

Check the appropriate box:

¨ Preliminary Proxy Statement

¨ Definitive Proxy Statement

x Definitive Additional Materials

¨ Soliciting Material Pursuant to Rule 14a-11(c) or Rule 14a-12

¨ Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Alere Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

x No fee required.

¨ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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¨ Fee paid previously with preliminary materials:

¨ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number of the Form or Schedule and the date of its filing.

(1) Amount previously paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

ALERE S NEW, INDEPENDENT DIRECTOR NOMINEES SEND LETTER

TO STOCKHOLDERS

WALTHAM, Mass., July 29, 2013 Alere Inc. (NYSE: ALR) (the Company or Alere), a global leader in enabling individuals to take charge of their health at home through the merger of rapid diagnostics and health information solutions, today announced that it has mailed a letter to all Alere stockholders from its four new, independent director nominees in connection with the Company s 2013 Annual Meeting of Stockholders, to be held on August 7, 2013.

The full text of the letter follows:

July 29, 2013

Dear Alere Stockholders:

As Alere s independent director nominees, we felt it was important that you hear directly from us about what you can expect from us as your representatives on the Alere Board.

None of us has any previous personal or professional relationship with Alere s senior management team. The only commitment we have made as nominees is to take an objective and hard look at the Company s strategy with the goal of enhancing stockholder value. At no point during the selection process did we commit to the Company s current strategy, or any other strategy, and any assertions that we are committed to the status quo are unfounded. If we think change is needed, we will be strong advocates for that change.

We all bring the necessary experience to serve as your representatives on the Board. As a group, we have well over a century of combined healthcare operating experience, with each of us having had significant tenures leading complex, large-scale, global organizations. We have proven track records building and leading successful companies, serving as public-company Board members, integrating acquisitions, driving growth in foreign and emerging markets and launching FDA-approved medical products. In an industry as dynamic as healthcare, experience matters, and we are eager to contribute our expertise to the Alere board.

Each of us accepted the nomination because we believe in Alere s mission and because we want to help Alere grow and succeed. Over the past few weeks, we have had the opportunity to have direct conversations with some of Alere s largest stockholders and receive candid feedback on their views of the Company. We will take this input with us to the boardroom. **Above all else, let us assure you that we are committed to serving the best interests of all Alere stockholders.**

We are dedicated to working tirelessly on your behalf and will do our best to drive long-term value.

We look forward to your support.

Sincerely,

/s/ Håkan Björklund /s/ Stephen MacMillan /s/ Brian Markison /s/ Sir Thomas McKillop
Håkan Björklund, Stephen MacMillan, Brian Markison and Sir Thomas McKillop

Alere urges stockholders to vote **FOR** the election of Alere s four new, independent director nominees using the **WHITE** proxy card.

*If you have any questions, require assistance with voting your **WHITE** proxy card, or need additional copies of the proxy materials, please contact:*

The Proxy Advisory Group, LLC

18 East 41st Street, Suite 2000

New York, New York 10017

(888) 337-7699

Or

(888) 33 PROXY

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