



RECORD SALES INCREASE OF 16.9 % FOR IMMUNOTEC INC. IN ITS FIRST QUARTER

Vaudreuil-Dorion, Quebec, March 25, 2009 – IMMUNOTEC INC.

(TSX Venture Exchange: IMM) (the "Company" or "Immunotec"), is engaged primarily in the development, manufacturing and marketing of health and wellness products which are classified as dietary supplements or natural health products. These products are distributed and sold in Canada, the United States and Korea through a network marketing system and in other countries under exclusive distributorship agreements.

NET SALES

During the first quarter ending January 31, 2009, the Company realized net sales of \$10,103,598 compared to \$8,644,415 in 2008, an increase of \$1,459,183 or 16.9%. This mainly reflects increases in net sales in Canada of \$381,019 or 8.3%, in the United States of \$1,207,110 or 36.6% and a decrease of (\$128,946) or (16.5%) in sales to other countries. In US dollars, network sales in the United States were \$3,570,342 compared to \$3,190,488 in 2008, an increase of \$379,854 or 11.9%.

SELECTED CONSOLIDATED ANNUAL INFORMATION

	Q1 January 31, 2009 (\$) unaudited	Q1 January 31, 2008 (\$) unaudited
Net Sales	10,103,598	8,644,415
Cost of Sales	1,773,528	1,639,607
Sales Incentives	4,489,928	3,542,210
Selling, General and Administrative	4,078,772	2,897,508
(Loss) Earnings before income taxes	(238,630)	565,090
Net (Loss) Earnings	(201,205)	311,061
Net (Loss) Earnings per share:		
Basic	(0.003)	0.004
Diluted	(0.003)	0.004
Weighted average number of common shares outstanding:		
Basic	69,994,300	69,994,300
Diluted	69,994,300	69,994,300

	As at January 31, 2009 (\$) unaudited	As at October 31, 2008 (\$) audited
<u>ASSETS:</u>		
Cash and equivalents	5,693,766	6,138,454
Accounts receivable	656,550	812,914
Other current Assets	5,998,319	4,683,255
Total current Assets	<u>12,348,635</u>	<u>11,634,623</u>
Other Assets	<u>10,990,289</u>	<u>11,028,777</u>
TOTAL ASSETS	<u>23,338,924</u>	<u>22,663,400</u>
<u>LIABILITIES:</u>		
Current Liabilities	<u>5,306,600</u>	<u>4,552,187</u>
TOTAL LIABILITIES	<u>5,306,600</u>	<u>4,552,187</u>
<u>SHAREHOLDERS' EQUITY:</u>		
Share Capital	3,465,548	3,465,548
Other Equity-Stock Options	1,537,201	1,414,885
Contributed surplus	11,332,143	11,332,143
Retained Earnings	<u>1,697,432</u>	<u>1,898,637</u>
TOTAL SHAREHOLDERS' EQUITY	<u>18,032,324</u>	<u>18,111,213</u>

OPERATING RESULTS

The operating results of the Company are a direct result of certain key performance indicators of which the most important are the number of new distributors and new customers. The critical indicators not only affect current performance but are indicative of future performance. New distributors are independent contractors that purchase a distributor kit and agree to market the products of the Company to their circle of acquaintances. New customers are those who agree to purchase the products of the Company on a regular basis through an auto ship program called ImmunoDirect. For the first quarter 2009, the number of new distributors recruited into the business opportunity increased by 127% and the number of new customers remained essentially flat with the prior year. The increase in the number of new distributors reflects the emphasis on acquiring distributors versus customers as their average monthly purchase pattern is approximately 50% greater than a customer.

SALES INCENTIVES

Sales incentives were 44.4% of net sales for the three-month period ended January 31, 2009 compared to 41.0% of net sales for the corresponding period of 2008. The increase in sales incentives resulted from additional monthly promotions used in the recruiting of new independent distributors which is a key strategy in realizing the Company's sales objectives.

SELLING, GENERAL AND ADMINISTRATIVE

For the three-month period ended January 31, 2009, selling, general and administrative expenses were \$4,078,772 compared to \$2,897,508 for the corresponding period of 2008, representing an increase of \$1,181,264 or 40.8%. This increase is largely attributable to the increase in salaries and related expenses of \$506,687 resulting from the hiring of sales and marketing personnel as well as new executives, the provision for the spring incentive trip of \$410,577 and the increase in credit card fees due to the increase in sales.

FINANCIAL SITUATION AND LIQUIDITY

As at January 31, 2009, the Company had a cash position of \$5,693,766 compared to \$4,859,061 as at January 31, 2008. The Company believes that cash requirements in the ordinary course of business for next year can be met with its available cash, cash generated from its operating activities and the reduction of income tax payments caused by the realization of prior years income tax losses. If required, the Company has access to operating credit facilities of \$2,000,000 at its bank's prime rate plus 1/2 %. The credit facilities have not been drawn upon to date.

As at January 31, 2009, the Company showed a working capital of \$7,042,035 for a ratio of 2.33 compared to a working capital of \$5,296,447 with a ratio of 2.38 as at January 31, 2008.

INTERNATIONAL

The Company has for many years exported products internationally under exclusive distribution agreements based on geographic territories. In the year ended October 31, 2008, distribution agreements were entered into with companies in Malaysia, Ecuador and Poland.

Going forward, the Company has made a strategic decision to expand internationally using the same seamless network marketing model successfully employed in North America. The first venture in this strategic approach was the commencement of operations in South Korea on March 20th through a wholly owned subsidiary, Immunotec (Korea) Inc. The corporate head office of this subsidiary is located in the city of Seoul and a satellite office is located in the city of Busan. In the first day of operation in Korea more than 1000 distributors joined the company there.

In addition, Immunotec has formed a wholly owned subsidiary called Immunotec International Healthcare Products Limited located in Dublin, Ireland with the intent of beginning operations in the Republic of Ireland and the United Kingdom in the late Spring.

OUTLOOK

In spite of difficult economic conditions in North America as well as the rest of the world, we have gained significant positive momentum in the first quarter. Our network is now excited about the business opportunity. We are extremely gratified with our significant growth in sales, more than doubling recruiting of new distributors and the dramatic growth in the number of new leaders who have developed in both the U.S. and Canada. We have incurred significant expenses in both infrastructure and promotional expenses to achieve this turnaround, and growth during the last three months. These expenses were designed to refocus our distributors on recruiting and to provide increased marketing and sales support to build a foundation for long term growth. Now that we have achieved strong positive momentum and introduced our new compensation plan which intrinsically reinforces key recruiting and leadership development initiatives, we will begin scaling back the promotional expenses.

Although gratified with the sales performance in the first quarter we are not satisfied with the profit result. It is our intention to continue to grow the revenue of the Company in the coming quarters and better leverage the investments we have made in human capital and infrastructure to improve our bottom line results.

Additionally, the investment we have made to expand our network internationally on a seamless basis as well as the launching of our new compensation plan for our distributors should begin to bear fruit during the remaining three quarters of this year.

FORWARD LOOKING STATEMENTS

Some statements included in this management report contain forward-looking information about the Company's future financial positions, operating results and sales. They may be based on market expectations, management opinions and assumptions. Such information involves significant risks and uncertainties that are difficult to predict and rely on assumptions that may prove inaccurate. Actual results and events may differ materially from these forward-looking statements.

ABOUT IMMUNOTEC

Immunotec is located in a 37,000 square foot facility located in Vaudreuil-Dorion, Quebec, Canada and also has a manufacturing facility located in Blainville, Quebec, Canada and a distribution centre located in Swanton, Vermont, USA. Immunotec is engaged primarily in the development and marketing of natural health products, dietary supplements, food, vitamins and personal care products, and natural health products, some of which are manufactured on its behalf by third parties. Immunotec's products are distributed and sold in Canada, the United States and Korea through a network marketing system and in other countries under exclusive distributorship agreements.

The Company files its consolidated financial statements, its management and discussion analysis report, its press releases and such other required documents on the SEDAR database at www.sedar.com and on the Company's website at www.immunotec.com. The common shares of the Company are listed on the TSX Venture Exchange under the ticker symbol IMM.

The TSX Venture does not accept responsibility for the adequacy or accuracy of this release.

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