

press release

07 December 2010

Share of the week from The Share Centre

Nick Raynor, investment advisor at The Share Centre picks higher risk pharmaceutical company Axis-Shield as his share of the week, here's why:

"It has been a tough year for Axis-Shield, who specialises in the supply of diagnostic kits for clinical needs such as cardiovascular and neurological diseases, rheumatoid arthritis and diabetes.

"The company has performed poorly this year, mainly due to how reliant it is on sales of its CRP testing kits that are used to differentiate between bacterial and viral infections in primary care. The weaker sales during the winter 2009/2010 had a big effect, however we are positive sales will increase after the effectiveness of the test was recently recognised by the industry.

"Axis-Shield has been extremely cautious in their outlook this year, so any improvements it has seen are not factored in to the current share price. We are eagerly awaiting its trading update during the week commencing 10 January 2011, and feel this could be a profitable short term play.

"I warn investors this is not a play for the faint hearted, however I believe this is a highly undervalued company that could offer rewards for investors willing to take the risk."

---Ends---

For further information please contact:

The Share Centre
Stephanie Reynolds
PR Executive
01296 439 256
Stephanie.reynolds@share.co.uk

Lansons Communications

Inez de Koning / Lucy Willatt / Lisa Grando

0207 294 3623 / 020 7566 9717/ 0207 294 3669

inezd@lansons.com / lucyw@lansons.com / Lisag@lansons.com

Risk Warnings:

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

The Share Centre Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority under reference 146768.

Registered in England No. 2461949. Registered office: Oxford House, Oxford Road, Aylesbury, Bucks. HP21 8SZ.