

FOR IMMEDIATE RELEASE

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ROCHE CEO WILL RIDE TO STOP DIABETES AT INDIANA TOUR DE CURE

INDIANAPOLIS – Roche Diagnostics Chief Executive Officer Jack Phillips has committed to ride in the Indiana Tour de Cure® cycling event benefiting the American Diabetes Association on June 11 at the Indianapolis Motor Speedway. Phillips, a veteran cyclist, has also committed his company's support with a team of employees who will ride in the Indianapolis event.

Phillips is president and chief executive officer of [Roche Diagnostics Corporation](#) and Head of the company's North American Region, which is located in Indianapolis.

The [Indiana Tour de Cure](#) is part of a national series of [Tour de Cure](#) cycling events that raise awareness and funds to support the research, education and advocacy work of the [American Diabetes Association](#). The Indiana event features a 100-mile Track Challenge, 50K and 75K Road Rides and a Recreational Family Track Ride at the Indianapolis Motor Speedway just two weeks after the world-famous [Indianapolis 500](#) motorsports race. Registration is available at www.diabetes.org/indytour.

Roche riders stepped up with the largest and most successful fundraising team at the Indiana Tour de Cure in 2010, boasting 100 riders who collectively raised \$37,000 to fuel the mission of the Association in Indiana. Phillips rode as a Tour de Cure participant last year among approximately 1,200 registered riders who represented 105 teams and 16 different states. The 2010 event raised approximately \$325,000 for the American Diabetes Association in Indiana.

"We are honored that Jack Phillips and Roche Diagnostics have committed to ride in the fight to [Stop DiabetesSM](#)," said Jennifer Pferrer, executive director for the [American Diabetes Association - Indiana Area](#). "Diabetes is a devastating disease. More than 2.3 million Hoosiers either have diabetes or are at high risk for type 2 diabetes. We must halt the epidemic speed with which diabetes is growing in our community, and we need the support of community leaders like Jack and Roche to make that happen. The Indiana Tour de Cure is a great way to join the movement to Stop Diabetes."

[Diabetes](#) is a chronic disease with no cure that can lead to serious complications such as heart disease, stroke, blindness, kidney disease, nerve damage and amputations. Diabetes kills more people each year in the U.S. than AIDS and breast cancer combined. It is the seventh leading cause of death in the U.S. and continues to grow at near-epidemic rates.

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Diabetes Information

call 1-800-DIABETES (1-800-342-2383)

online www.diabetes.org

The Association gratefully accepts gifts through your will.

The Mission of the American

Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Diabetes is a serious public health issue in Indiana, which outpaces the national average in prevalence of the disease. More than 714,000 Hoosier children and adults have type 1, type 2 and gestational diabetes (13.6% of Indiana's population). One in four of these Hoosiers is not yet diagnosed. About 1.6 million more Hoosiers have pre-diabetes, which puts them at high risk for type 2 diabetes — a form of the disease that is often preventable. Nationally, nearly 26 million Americans have diabetes and about 79 million have pre-diabetes.

"Roche is proud to be a long-term corporate sponsor of the American Diabetes Association," said Jack Phillips, president and CEO of Roche Diagnostics North America. "As a leader in the diabetes care market, we are thrilled to play a small part in helping the ADA to educate, engage and advocate for the three-quarters-of-a-million Hoosiers diagnosed with diabetes. In 2010, the 100 riders of the Roche team raised more than \$33,000 in the effort to stop diabetes and I am honored to be serving as Corporate Recruitment Chair for the Indiana Tour de Cure in 2011."

Special thanks to Gold's Gym, a national sponsor of Tour de Cure. Additional thanks to the local sponsors of the 2011 Indiana Tour de Cure: Indianapolis Motor Speedway, Roche Diagnostics, Eli Lilly and Company, Baxter, Anthem Blue Cross Blue Shield, WXIN Fox 59, WIBC 93.1 FM, *NUVO Newsweekly* and McAlister's Deli.

About the American Diabetes Association:

The American Diabetes Association is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.

About Roche

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalized healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2010, Roche had over 80,000 employees worldwide and invested over 9 billion Swiss francs in R&D. The Group posted sales of 47.5 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan. For more information: www.roche.com or www.roche-diagnostics.us.

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