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Roche Diagnostics lights up campus in support of American Heart Association and American Heart Month

North America headquarters facility goes red beginning on National Wear Red Day

INDIANAPOLIS — In conjunction with American Heart Month, Roche Diagnostics North America, headquartered in Indianapolis, will demonstrate its commitment to the American Heart Association (AHA) in ways that will literally be visible to the entire community.

Beginning with National Wear Red Day on Friday, February 4, and lasting all month, Roche will display red lights and banners across the entire Roche campus near the 96th Street and I-69 interchange. The company will also be serving special heart-healthy meals in campus cafeterias and having employees participate in a series of events designed to build awareness about heart disease. Roche will also sponsor the AHA Go Red for Women luncheon on February 25 in Indianapolis.

Roche has close ties to heart disease through its diagnostic tests that are used to monitor cholesterol and aid in the diagnosis of critical heart conditions like heart failure and heart attacks. “We are proud to be a local supporter of the American Heart Association and share their goal to help patients live longer, better lives,” said Jack Phillips, president and CEO of Roche Diagnostics North America. “One way to do that is to get blood testing for high cholesterol, which is one of the major risk factors of heart disease and is a silent killer, only producing symptoms after significant damage has been done.”

Roche is also sponsoring radio spots on local stations during the month of February to show support for the AHA and encourage the community to be heart-healthy by making lifestyle

choices such as eating healthy foods, becoming physically active and maintaining a healthy weight.

About the American Heart Association

The American Heart Association is the nation's oldest and largest voluntary health organization dedicated to fighting heart disease and stroke. Our mission is to build healthier lives by preventing, treating and defeating these diseases – America's No. 1 and No. 3 killers. We fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.

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 2009, Roche had over 80,000 employees worldwide and invested almost 10 billion Swiss francs in R&D. The Group posted sales of 49.1 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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