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Medtronic, Lilly Diabetes Join Together as First Ever National Presenting Sponsors of the JDRF Walk To Cure Diabetes

Alliance showcases shared commitment to type 1 diabetes community; kicks off activities for T1Day observance Nov. 1

MINNEAPOLIS and NEW YORK and INDIANAPOLIS, Nov. 1, 2013 /PRNewswire/ --

News Highlights:

- Medtronic and Lilly Diabetes become first ever national presenting sponsors of the #JDRF Walk to Cure #Diabetes
- Medtronic, Lilly Diabetes help fund more than \$500K for #T1D research through #JDRF Walk to Cure #Diabetes national sponsorship
- Medtronic, Lilly Diabetes' #JDRF Walk to Cure #Diabetes national sponsorship announcement kicks off #T1Day and #NDAM on Nov. 1

Medtronic and Lilly Diabetes announced today that they will serve as national presenting sponsors of this season's JDRF Walk to Cure Diabetes. As the national presenting sponsors, Medtronic and Lilly will host educational booths at select local events and will work with their employees to form Walk teams at each location. The sponsorship, a first for JDRF and the Medtronic-Lilly Alliance, will help JDRF fund more than half a million dollars for type 1 diabetes (T1D) research.

The announcement comes on T1Day, an annual observance JDRF established to help educate the public about T1D, including the signs and symptoms, life with the disease, differences between type 1 and type 2 diabetes, and research progress. November 1 also officially kicks off National Diabetes Awareness Month (NDAM) in the United States.

"The JDRF Walk to Cure Diabetes is about communities coming together to make a difference for people with type 1 diabetes," said Margo K. Lucero, JDRF's vice president of corporate development. "We are incredibly grateful to have Medtronic and Lilly, and their committed employees, on our team to help us make our 2014 season a huge success."

Since 1992, the JDRF Walk to Cure Diabetes, the organization's flagship fundraising program, has raised more than \$1 billion toward research to progressively remove the impact of T1D from people's lives until there is a cure. Thanks to Walks and other fundraising efforts, JDRF has become the world's leading funder of T1D research, and is a powerful advocate for the T1D community.

This is the first co-sponsorship for the Medtronic-Lilly Alliance and the first time JDRF will have a national presenting Walk sponsor. The Medtronic-Lilly Alliance was established in 2009 to combine the insulin expertise of Lilly with the advanced diabetes technologies of Medtronic.

"At Medtronic, everything we do is focused on the goal of improving the lives of people with diabetes," said Nancy Katz, vice president of consumer marketing for the diabetes business unit at Medtronic. "The JDRF Walks have long been a big part of our tradition of community involvement, allowing our team to support and connect with people with diabetes all across the country. By sponsoring the JDRF Walk to Cure Diabetes with Lilly Diabetes, we're thrilled to be working with two organizations that share our dedication to diabetes education and community support."

More than 200 JDRF Walks are held every year in the United States and around the world. Participants, walking alone or in teams, as well as virtual walkers and other volunteers, work together to raise money for JDRF. The program's national sponsors play a large role in supporting all JDRF Walk to Cure Diabetes events throughout the country.

"Sponsoring the JDRF Walk to Cure Diabetes is an important milestone in Lilly's partnership with Medtronic and means a lot to our employees," said Mike Mason, vice president, US, Lilly Diabetes. "Every day we strive to support people living with diabetes in their journeys with the disease. Sponsoring the JDRF Walk to Cure Diabetes will provide support the day of the walk and for years to come by helping JDRF further its important work in diabetes research and advocacy."

2014 Walks begin around the country on January 25, and teams are already forming. To register, or for more information

about the JDRF Walk to Cure Diabetes, visit walk.jdrf.org

About the Diabetes Business at Medtronic

The Diabetes business at Medtronic (www.medtronicdiabetes.com) is the world leader in advanced diabetes management solutions, including integrated diabetes management systems, insulin pump therapy, continuous glucose monitoring systems and therapy management software, as well as world-class, 24/7 expert consumer and professional service and support.

About Medtronic (NYSE: MDT)

Medtronic, Inc. (www.medtronic.com), headquartered in Minneapolis, is the global leader in medical technology, alleviating pain, restoring health and extending life for millions of people around the world.

About Lilly Diabetes

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we work to meet the diverse needs of people with diabetes through research and collaboration, a broad and growing product portfolio and a continued commitment to providing real solutions — from medicines to support programs and more — to make lives better. For more information, visit www.lillydiabetes.com.

About Eli Lilly and Company (NYSE: LLY)

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers — through medicines and information — for some of the world's most urgent medical needs. Information about Lilly is available at www.lilly.com.

About JDRF

JDRF is the leading global organization funding type 1 diabetes (T1D) research. JDRF's goal is to progressively remove the impact of T1D from people's lives until we achieve a world without T1D. JDRF collaborates with a wide spectrum of partners and is the only organization with the scientific resources, regulatory influence, and a working plan to better treat, prevent, and eventually cure T1D.

As the largest charitable supporter of T1D research, JDRF is currently sponsoring \$530 million in scientific research in 17 countries. In 2012 alone, JDRF provided more than \$110 million to T1D research. More than 80 percent of JDRF's expenditures directly support research and research-related education. In 2012 *Forbes* magazine named JDRF one of its five All-Star charities, citing the organization's efficiency and effectiveness.

For more information, please visit www.jdrf.org.

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