



November 19, 2013

Lilly Diabetes Extends National Sponsorship of the American Diabetes Association's Signature Tour de Cure® Cycling Event for a Second Year

New sponsorship of "Red Riders®"--cyclists with diabetes--added in 5 cities

INDIANAPOLIS, Nov. 19, 2013 /PRNewswire/ --

News Highlights:

- For a 2nd year, #Lilly #Diabetes supports the American Diabetes Association's Tour de Cure cycling event to help #StopDiabetes
- New in 2014, #Lilly #Diabetes to support #RedRider cyclists with #diabetes in 5 cities
- Lilly Tour de Cure cycling teams increased #fundraising by 211% in 2013; 954 #Lilly team riders helped raise \$222,139 nationally

Lilly Diabetes today announced it will continue its national sponsorship of the American Diabetes Association's (Association) Tour de Cure® annual cycling event for a second year in a row.

In 2013, more than 65,000 cyclists in 89 events in 44 states raised more than \$26 million to support the mission of the Association: *to prevent and cure diabetes and to improve the lives of all people affected by diabetes.*

As a company, Lilly employees, family and friends joined together nationwide to form 89 teams with 954 team riders, helping to raise \$222,139 for people with diabetes—a 211% increase in dollars raised compared to 2012.

"Participating in this event was a moving experience for me, and I know how important it is to our employees to connect with and support people with diabetes in their own communities," said Kevin Cammack, senior director of marketing, U.S., Lilly Diabetes and chair of Lilly Diabetes' 2014 corporate campaign. "We are proud to continue our support knowing that through this collaboration and with a common goal, we are helping the Association improve the lives of people with diabetes. We can't wait to get out there and ride for people with diabetes once again."

For cycling events, the Tour de Cure is unique not only because it includes riders at all levels of ability, but it also celebrates riders with diabetes, known as Red Riders®. The purpose of the Red Rider program is to support anyone who lives with diabetes and highlight the courage it takes to live every day with this challenging disease. Lilly shares the Association's belief that these riders should be celebrated and will sponsor Red Riders for the first time in Dallas, Denver, Indianapolis, Minneapolis and Princeton, N.J.

"The American Diabetes Association is thrilled to have Lilly Diabetes extend their national sponsorship of the Association's signature Tour de Cure cycling event for a second year," said Larry Hausner, MBA, chief executive officer, American Diabetes Association. "Tour de Cure not only raises funds to help Stop Diabetes®, but it also celebrates our Red Riders and provides the opportunity for people to come together and be physically active, which can help people living with diabetes better manage their condition."

Diabetes is a chronic disease. The American Diabetes Association reports that it affects nearly 26 million children and adults in the United States—8.3 percent of the U.S. population. It is estimated that an additional 79 million have prediabetes, putting them at risk for developing type 2 diabetes. Diabetes can lead to blindness, heart disease, stroke, kidney failure and amputations. Some common symptoms/signs of diabetes are extreme thirst, frequent urination, blurry vision, and tingling in the feet.

For more on Lilly Diabetes programs and resources, visit www.lillydiabetes.com. To get involved with the Tour de Cure or to register to ride, visit www.diabetes.org/tour. Rides begin January 26, 2014.

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.

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Contacts:

Julie Williams, Communications Manager	Emily Kiggins
Lilly Diabetes	MSLGROUP
317-627-4056 (mobile/text)	202-261-2898 (office)
williamsju@lilly.com	emily.kiggins@msgroup.com

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