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Lilly Diabetes and Disney Publishing Worldwide Expand Collaboration

Custom Publications Will be Delivered to Families Affected by Type 1 Diabetes Throughout the World

INDIANAPOLIS, April 30, 2013 /PRNewswire/ --

News Highlights:

- Lilly Diabetes expands collaboration with Disney Publishing Worldwide globally.
- New educational resources will be available soon for families of children with type 1 diabetes.

Lilly Diabetes today announced the global expansion of its innovative collaboration with Disney Publishing Worldwide (DPW), which expands the program internationally based on the success of the initiative in the U.S., which began in 2011. The goal of the program is to bring thoughtful educational resources to families of children with diabetes, including a series of custom books co-created by Lilly Diabetes and DPW for children of various ages and stages of life who are living with type 1 diabetes. The books, available through diabetes healthcare professionals, will initially be translated and available in 18 countries.

"Lilly Diabetes' objective is to bring safety, health, comfort and a bit of magic to children worldwide," said Andrew Hodge, vice president, International, Lilly Diabetes. "We saw the positive impact our collaboration with Disney Publishing Worldwide had on families living with type 1 diabetes in the U.S. over the last two years, and we are excited to expand our reach globally."

Nearly 500,000 young people worldwide are living with type 1 diabetes, and an estimated 78,000 are diagnosed each year.[1] From the moment of diagnosis to the day-in, day-out management of the disease, the challenges of living with the disease can be overwhelming for children and their families. People with type 1 diabetes must follow a structured self-management regimen that includes a balance of medication, physical activity and a healthy diet.[1]

By expanding this collaboration, Lilly Diabetes and DPW hope to reach even more families who have been impacted by type 1 diabetes — emphasizing what they can do instead of what they can't do, and offering stories of familiar characters, such as Mickey Mouse and his friend Coco, the fun-loving monkey who has type 1 diabetes.

"We are excited to be part of this effort to bring informational material about type 1 diabetes to kids around the world who are living with the disease," said Andrew Sugerman, executive vice president, DPW. "Lilly Diabetes' expertise with the disease, combined with Disney's tradition of great storytelling, gives us an opportunity to inspire and motivate children and families with type 1 diabetes."

About Disney Publishing Worldwide

Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books and magazines with over 700 million products sold each year. Disney Publishing Worldwide consists of an extensive worldwide licensing structure as well as vertically integrated publishing imprints, including Disney Book Group in the U.S., Disney Libri in Italy, and Disney Libros in Spain. DPW publishes a range of children's magazines globally, including *Topolino*, *Le Journal de Mickey*, and *Donald Duck*, as well as Disney kids magazines in the U.S., which include *Disney Princess* and *Phineas and Ferb*. Disney English is DPW's English language learning business, which includes Disney English learning centers in China and a worldwide retail licensing program. DPW's digital products include bestselling eBook titles as well as original apps. Headquartered in Glendale, California, Disney Publishing Worldwide publishes books, magazines, and digital products in 85 countries in 75 languages. For more information visit www.disneypublishing.com.

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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[1] "Diabetes in the Young." Adapted from: International Diabetes Federation, IDF Diabetes Atlas. 2012. Available at: <http://www.idf.org/diabetesatlas/5e/diabetes-in-the-young>. Accessed 28 November 2012.

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