



Olympian, Legendary Swimmer Gary Hall Jr. Teams With Lilly to Serve as Ambassador for Inspired By Diabetes Campaign

10-time medalist seeks third straight gold medal in 2008 Beijing Games

INDIANAPOLIS, June 27, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

Media conference call with Gary Hall Jr.:
Monday, June 30, 2:00 PM EDT
United States: (800) 553-0327
International: +1 (612) 332-0226

When Olympian Gary Hall Jr. was diagnosed with diabetes, his physician prescribed Eli Lilly and Company's fast-acting insulin Humalog(R) (insulin lispro injection [rDNA origin]) to help manage his blood sugar and keep alive his gold-medal dreams -- hopes he fulfilled in the 2000 Sydney Games and again four years later in Athens, rocketing to the title of "World's Fastest Swimmer" in the 50-meter freestyle.

Now, as the legendary swimmer seeks a third straight gold medal at the 2008 Beijing Games, Hall is teaming up with Lilly again to help inspire people affected by diabetes to achieve dreams of their own.

Lilly, a worldwide leader in diabetes research and treatment, announced today Hall will become an ambassador for the Inspired by Diabetes global campaign (inspiredbydiabetes.com) -- a competition that encourages all people touched by diabetes, particularly children and their families, to share their stories through visual and written creative expressions such as art, essays, poems or photography.

By entering the competition, participants have a direct impact on the lives of children with diabetes around the world. For each entry into the contest, Lilly provides funds to support the care of children with diabetes in the developing world through the International Diabetes Federation's Life for a Child Program. And in honor of participants from the United States in 2007-08, Lilly made a \$50,000 donation to the American Diabetes Association for scholarships for children from lower-income families to attend ADA diabetes camps.

A 10-time medalist in the Summer Games, Hall uses his celebrity status to serve as a powerful advocate for diabetes awareness, education and funding, sharing his message of hope and perseverance in the face of adversity. He has also testified in front of the U.S. Congress advocating for more funding for diabetes research, serves as a celebrity advocate for the Juvenile Diabetes Research Foundation (JDRF) and was the recipient of the first and only USA Swimming Humanitarian Award for his work to raise awareness of diabetes.

"Diabetes is the toughest opponent I've ever faced. In fact, when I was diagnosed I was told I wouldn't be able to compete again at a world-class level," Hall said. "But I never would have achieved Olympic glory without the inspiration other people with diabetes have given me along the way. That's why I'm joining the Inspired by Diabetes campaign, encouraging people affected by diabetes to share their stories with others. The challenges and triumphs of everyday diabetes heroes can inspire all of us to achieve our own dreams. And by telling your story, you can help children with diabetes around the world."

Hall swam to fame during the 1996 Atlanta Games, when he won silver in the 50 freestyle and gold as a member of two American relay teams. He was diagnosed with diabetes in 1999, and a year later, defied the odds by winning his first individual gold in the 50 freestyle in Sydney in 2000; in 2004 in Athens he became, at 29 years old, the oldest male in 80 years to win gold for the U.S. team. His third Olympic appearance also made history in another way: Gary Hall Sr. and Jr. became the first father-son duo to compete in the Summer Games three times.

Hall will compete for a spot in the Beijing Games during the U.S. Olympic Swimming Trials June 29-July 6 in Omaha, Neb., swimming his signature 50 freestyle event July 4-5.

"We're thrilled that Gary has joined the Inspired by Diabetes campaign, and believe his story should inspire all of us to rise above challenges and seek the dreams in our lives," said Matt Beebe, Diabetes Brand Leader, Lilly USA. "We're also humbled that Gary has chosen Lilly's Humalog(R) mealtime insulin to help him manage his diabetes as he fulfills his own exceptional dreams. Millions of people around the world use Humalog to help manage their blood sugar each day, but to know that one of them is competing for Olympic history is truly an honor."

For more information, please visit:

www.garyhalljr.com

www.inspiredbydiabetes.com

For more information about Humalog(R) (insulin lispro injection [rDNA origin]), including prescribing information, please visit www.humalog.com

Contact:

J. Scott MacGregor, Lilly
317-651-1494 (office)
317-440-4699 (mobile)
macgregorj@lilly.com

David Arluck, Arluck Promotions
786-837-6880, ext. 303 (office)
917-331-1329 (mobile)
david@arluckpromotions.com

About Inspired by Diabetes

Inspired by Diabetes is a global campaign asking people moved by the triumphs and challenges of those with diabetes and those who care for them to express their inspiration and share it with others around the world. The program is a collaboration between global champions Eli Lilly and Company and the International Diabetes Federation's (IDF) Unite for Diabetes initiative. In the U.S., the American Diabetes Association is the program's national advocate. For more information, visit www.inspiredbydiabetes.com

About Diabetes

According to the Centers for Disease Control and Prevention, diabetes affects nearly 21 million Americans; of that, nearly one-third, or approximately six million people, do not know they have the disease.⁽¹⁾ Diabetes is the sixth leading cause of death in the United States and costs approximately \$132 billion per year in direct and indirect medical expenses.^(1,2)

About Lilly Diabetes

For more than 85 years, Lilly has been a worldwide leader in pioneering industry-leading solutions to support people living with and treating diabetes. Lilly introduced the world's first commercial insulin in 1923, and remains at the forefront of medical and delivery device innovation to manage diabetes. Lilly is also committed to providing solutions beyond therapy -- practical tools, education and support programs to help overcome barriers to success along the diabetes journey. At Lilly, the journeys of each person living with or treating diabetes inspire ours. For more information, visit www.lillydiabetes.com

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class 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.

Indication

Humalog (insulin lispro injection [rDNA origin]) is for use in patients with diabetes to control high blood sugar and should be used with longer-acting insulin, except when used in combination with sulfonylureas in patients with type 2 diabetes.

Important Safety Information

Starting or changing insulin therapy should be done cautiously and only under medical supervision.

Humalog is an injectable fast-acting insulin. Humalog starts working faster than other insulins that contain regular human insulin. Take Humalog within fifteen minutes before eating or right after eating a meal. Check your blood sugar levels as told by your healthcare provider.

If you have type 1 diabetes, you need to take a longer-acting insulin in addition to Humalog (except when using an external insulin pump). If you have type 2 diabetes, you may be taking diabetes pills and/or a longer-acting insulin in addition to Humalog.

The safety and effectiveness of Humalog in patients less than 3 years of age have not been established. There are no adequate and well-controlled clinical studies of the use of Humalog in pregnant or nursing women.

Humalog should not be used during episodes of low blood sugar (hypoglycemia) or if you are allergic to anything in Humalog.

Low Blood Sugar

Low blood sugar is the most common adverse effect associated with insulins, including Humalog. Low blood sugar can happen suddenly and symptoms may be different for each person and may change from time to time. Know your symptoms of low blood sugar. Severe low blood sugar can cause seizures and be life threatening. Follow your health care provider's instructions for treating low blood sugar. Talk to your healthcare provider if low blood sugar is a problem for you.

Other Side Effects

Other potential side effects associated with the use of insulins include: low blood potassium, weight gain, changes in fat tissue at the injection site, and allergic reactions. Allergic reactions can happen at the site of injection and over the whole body. Whole body allergic reactions are less common, but may be life-threatening.

For more information about Humalog, including prescribing information, please visit www.humalog.com

Humalog(R) is a registered trademark of Eli Lilly and Company.

(1) Centers for Disease Control and Prevention (CDC). National diabetes fact sheet: general information and national estimates on diabetes in the United States, 2005. Rev ed. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005

(2) American Diabetes Association. Direct and indirect costs of diabetes in the United States. Available at: <http://www.diabetes.org/diabetes-statistics/cost-of-diabetes-in-us.jsp>. Accessed January 24, 2007

P-LLY

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031219/LLYLOGO>)

SOURCE Eli Lilly and Company

<http://www.lilly.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX