



## **Lilly and Medtronic Form Alliance to Provide Solutions for Diabetes Management**

### **--Collaboration combines insulin expertise of Lilly with Medtronic delivery and glucose sensing leadership**

INDIANAPOLIS and MINNEAPOLIS, May 19, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Two of the most recognized names in diabetes management -Eli Lilly and Company (NYSE: LLY) and Medtronic, Inc. (NYSE: MDT) - today announced a strategic marketing collaboration to bolster each company's commitment to help people with diabetes manage their blood sugar using insulin therapy.

Working collaboratively with health care professionals, Lilly and Medtronic marketing and sales operations in the United States will work to improve the delivery of diabetes education for people and caregivers affected by type 1 diabetes - including the development of new educational resources and classes around the initiation and intensive management of insulin, insulin pump therapy and continuous glucose monitoring (CGM).

The alliance combines the insulin expertise of Lilly - a worldwide leader in diabetes treatment, research and education - with the advanced diabetes technologies of Medtronic, the world's largest manufacturer of insulin pumps and CGM and maker of the world's only integrated diabetes management system that combines the power of insulin pump therapy with CGM.

"Medtronic and Lilly are joining together to help improve patient access to high quality diabetes education," said Chris O'Connell, president of the diabetes business unit and senior vice president at Medtronic. "Because diabetes management is complicated, it is crucial that physicians and patients have the best access to information and educational resources. This collaboration will generate greater awareness and enable more people to benefit from the latest educational tools regarding insulin pump therapy and continuous glucose monitoring."

"People with diabetes have numerous treatment options and devices to help manage blood sugar, but physicians and patients need resources and solutions to integrate these improvements into real-world therapy," said Matt Beebe, diabetes brand leader, Lilly USA, LLC. "With this alliance, Lilly and Medtronic hope to create integrated solutions to address challenges for people taking insulin who need optimal glycemic control. By joining forces, we will help make insulin therapy more achievable by offering new educational materials and resources that help make insulin pump therapy fit into patients' lives."

Both companies are dedicated to improving the overall patient experience and bring trusted reputations along with a history of firsts in diabetes care.

Medtronic has been well-established as the leader in insulin delivery innovation since it introduced the world's first insulin pump in 1983, and has been improving on the technology for more than 25 years. Medtronic continued to innovate with the first CGM system approved for physician use in 1999, the first patient-use CGM in 2003 and the most advanced Web-based therapy management system in 2004. Lilly has long been the leading innovator in insulin therapy; Lilly introduced the world's first insulin for public use in 1923 and has continued to introduce advances in diabetes therapy over the next 85 years.

#### About Diabetes

According to the Centers for Disease Control and Prevention, diabetes affects nearly 24 million Americans; of that, nearly one-quarter, or nearly 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 \$174 billion per year in direct and indirect medical expenses.(1,2)

#### About the Diabetes Business at Medtronic

The Diabetes business at Medtronic ([www.medtronicdiabetes.com](http://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.

#### About Medtronic

Medtronic, Inc. ([www.medtronic.com](http://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

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 journey of each person living with or treating diabetes inspires ours. For more information, visit [www.lillydiabetes.com](http://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](http://www.lilly.com).

(1) Centers for Disease Control and Prevention (CDC). National diabetes fact sheet: general information and national estimates on diabetes in the United States, 2007. Rev ed. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2008

(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 16, 2009

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