



NEWS RELEASE

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Janssen Teams Up with the American Diabetes Association to Take On Type 2 Diabetes

Campaign launches at Washington Redskins' FedExField to raise awareness during a "Tackle Diabetes" gameday takeover

RARITAN, N.J. – December 5, 2014 – Janssen Pharmaceuticals, Inc. (Janssen) today announced a collaboration with the American Diabetes Association (Association) to launch *Teaming Up to Take On Diabetes*, a national educational campaign intended to help the nearly 30 million Americans living with diabetes better understand and manage the disease.

Through the Association's collaboration with the Washington Redskins, the Association and Janssen will kick off the campaign by sponsoring the "Tackle Diabetes" game at FedExField in Landover, Md., on December 7. Activities include education booths and in-stadium videos to help educate people about type 2 diabetes and the importance of controlling blood glucose (sugar) levels.

Teaming Up to Take On Diabetes program resources also are available at diabetes.org/teamup, where people can receive free tools for healthy living, learn how to better manage type 2 diabetes and even hear from Trent Williams, offensive tackle and two-time Pro Bowler for the Washington Redskins and the campaign's health ambassador.

"Everyone has heard about diabetes, but some people may not realize how serious it can be. I lost my grandfather to complications of type 2 diabetes when I was young," said Williams. "I hope that through my work with the American Diabetes Association, I can inspire people to find new ways to treat and even prevent the disease. Staying healthy is important for all of us – players and fans alike."

Diabetes has reached epidemic proportions in the United States and, if current trends continue, as many as 1 in 3 American adults will have diabetes by 2050ⁱ. If left uncontrolled, diabetes can lead to serious complications. About half of American adults living with diabetes have an A1C level (average blood glucose level over the past 2 to 3 months) that is higher than the American Diabetes Association's recommended A1C level of 7 percent (the goal for most adults with diabetes)ⁱⁱ. Leading a healthy lifestyle through diet and exercise, taking medication if prescribed and controlling blood sugar levels can help reduce the risk of serious complicationsⁱⁱⁱ.

"Janssen is proud to collaborate with the American Diabetes Association on the *Teaming Up to Take On Diabetes* campaign," said Nauman Shah, Vice President of Sales and Marketing, Metabolics, Janssen.

“We are committed to providing educational resources and therapeutic solutions to help those affected by type 2 diabetes live healthier lives.”

For more information about the program and to receive updates from Janssen and the Association, visit www.diabetes.org/teamup.

About Janssen Pharmaceuticals, Inc.

As a member of the Janssen Pharmaceutical Companies, Janssen Pharmaceuticals, Inc. is dedicated to addressing and resolving the major unmet medical needs of our time. Driven by our commitment to patients, healthcare professionals, and caregivers, we strive to develop sustainable and integrated healthcare solutions by working in partnership with all stakeholders on the basis of trust and transparency. Our daily work is guided by meeting goals of excellence in quality, innovation, safety, and efficacy in order to advance patient care.

For more information on Janssen Pharmaceuticals, Inc., visit us at www.janssenpharmaceuticalsinc.com or follow us on Twitter at www.twitter.com/JanssenUS and on YouTube at www.Youtube.com/JanssenUS.

ⁱ Centers for Disease Control and Prevention, “Diabetes Successes and Opportunities for Population-Based Prevention and Control At A Glance.” Accessed November 1, 2014.

ⁱⁱ Casagrande SS, Fradkin JE, Saydah SH, Rust KF, Cowie CC. The prevalence of meeting A1C, blood pressure, and LDL goals among people with diabetes, 1988–2010. *Diabetes Care*. 2013 Feb 15. Epub ahead of print.

ⁱⁱⁱ Centers for Disease Control and Prevention, “Get the Facts on Diabetes.” Accessed March 21, 2014.