



NEWS RELEASE

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Janssen Pharmaceuticals and Diabetes Hands Foundation Encourage People with Type 2 Diabetes to Get Moving for National Diabetes Month

RARITAN, N.J., October 20, 2014 — Janssen Pharmaceuticals, Inc. has teamed up with the Diabetes Hands Foundation to raise awareness about the importance of incorporating physical activity into a comprehensive diabetes management approach. During National Diabetes Month in November, the companies are calling upon people with diabetes to experience the impact small steps, like dancing, can have on their health through the *T2 Dance Crew*[™] and Big Blue Test programs.

The annual Big Blue Test, a program of the Diabetes Hands Foundation, runs from October 20 to November 19, concluding shortly after World Diabetes Day on November 14. Participating in the Big Blue Test is simple: test your blood sugar, exercise for 14 to 20 minutes, test again and log the experience on www.BigBlueTest.org. By participating and logging an entry on the site, participants trigger grants to non-profit organizations that support people with diabetes in need around the world.

An easy way for Big Blue Test participants to get moving is with the *T2 Dance Crew*[™], a national education and wellness program sponsored by Janssen. At www.T2DanceCrew.com, fan favorites Fik-Shun and Janette Manrara, from the hit televised dance competition *So You Think You Can Dance*, lead participants in step-by-step Hip-Hop and Latin dance instruction. The *T2 Dance Crew*[™] website also features interactive educational resources for people and families living with diabetes.

“Each year, the diabetes community’s participation in the Big Blue Test grows as we are able to demonstrate the positive impact of exercise,” said Manny Hernandez, president of the Diabetes Hands Foundation. “Now *T2 Dance Crew*[™] gives people a new, fun way to participate and we believe our partnership will encourage even more people with diabetes to get active!”

Regular physical activity is an important component of managing diabetes, along with healthy eating and taking medication if prescribed. Results of the Big Blue Test presented at the 2012 American Diabetes Association Scientific Sessions found that 89 percent of Big Blue Test participants experienced a decrease in blood glucose levels following 14 minutes of physical activity.ⁱ Incorporating physical activity into an overall diabetes management plan can help with blood glucose control and reduce the risk of serious complications.ⁱⁱ

“Janssen is proud to partner with the Diabetes Hands Foundation as part of our efforts to help the millions of people with type 2 diabetes live healthier lives,” said Matt Stella, National Advocacy Director, Cardiovascular & Diabetes, Janssen Pharmaceuticals, Inc. “By providing educational resources, tools and therapeutic solutions for glucose control, we can make a meaningful difference in improving the management of type 2 diabetes.”

T2 Dance Crew[™] program resources are available in both English and Spanish online at www.T2DanceCrew.com, where campaign ambassadors Debbie Allen, the famed dancer, choreographer, and actress, Fik-Shun and Manrara share their inspirational stories. Throughout the year, the *T2 Dance Crew*[™] is hosting a series of local events that feature live dance classes taught by Fik-Shun and Manrara, health

screenings and type 2 diabetes education across the country in partnership with leading community organizations.

The Diabetes Hands Foundation will distribute \$35,000 in grants to continue its support for programs aimed at providing life-saving supplies, treatments and patient education to people with diabetes who are in need. Non-profit organization grant recipients will include Riverside Community Diabetes Collaborative (RCDC) of Riverside, California, LIFT-Levántate of San Rafael, California and AYUDA's Aprendiendo a Vivir (FAA) in the Dominican Republic.

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 Colberg, S.R., Hernandez, M.J. Effects of 14 Minutes of Physical Activity on Blood Glucose Levels. Published-only poster
ⁱⁱ Centers for Disease Control and Prevention, "Get the Facts on Diabetes." Accessed March 21, 2014.