

Press Release, March 20, 2007

The First Diabetic Eye Disease Center in China

Peking University Eli Lilly Diabetic Eye Disease Center Launched

Prevent diabetes related blindness through diabetic retinopathy care

March 20, 2007 Beijing --- The International Council of Ophthalmology (ICO) and Peking University Eye Center announce the establishment of the Peking University Eli Lilly Diabetic Eye Disease Center in Beijing, China. The Center is dedicated to decreasing avoidable visual impairment and blindness due to diabetes through early detection of diabetes, medical control and prevention measures. The Eli Lilly and Company Foundation contributed USD \$150,000 to the ICO Foundation for the establishment of a model diabetic eye disease center in partnership with the ICO. The Peking University Eye Center was selected among a number of candidates as the only medical institution in Asia to join the program.

The rising prevalence of diabetes around the world is a major cause of concern. According to an International Diabetes Federation report, currently there are an estimated 246 million adults with diabetes worldwide. By 2025, the total number of people with diabetes is expected to rise to 380 million. In China, the number of people with diabetes has reached 30 million, about 12 percent of the world's total. The prevalence of diabetes in China is second after India. Every day, 3000 people are newly diagnosed in China.

The global epidemic of diabetes is a fact that cannot be ignored. Epidemiologic studies on diabetes demonstrate the prevalence of eye disease associated with diabetes, such as diabetic retinopathy, is rising very fast. The World Health Organization identifies diabetic retinopathy as a major cause of visual impairment and blindness throughout the world. Surveys show that diabetic retinopathy is the cause of approximately 25 percent of blindness in adults over 40 years of age in the United States. The risk of blindness among people with diabetes is 25 times higher than people without the disease. Experts suggest that by applying currently available medical and eye care, nearly 90 percent of diabetes related blindness can be

prevented.

The Peking University Eli Lilly Diabetic Eye Disease Center is the first eye disease research center in China focusing on eye diseases associated with diabetes. Backed by the Peking University Eye Center, the new Center will not only provide diabetic eye care to patients, but also help train local professionals, particularly in the treatment of the diabetic retinopathy. “With the prevalence of vision-threatening diabetic retinopathy destined to increase, formation of the Peking University Eli Lilly Diabetic Eye Disease Center is a major breakthrough in establishing medically coordinated, accessible and sustainable eye care,” said Bradley R. Straatsma, M.D., J.D., president of the ICO Foundation.

Professor Zhizhong Ma, director of the Peking University Eli Lilly Diabetic Eye Disease Center and deputy managing director of the Peking University Eye Center said, “The establishment of this Center will play a key role in the prevention and treatment of diabetic eye disease and its research in China. It will benefit many patients with diabetic eye diseases.”

At the launch ceremony, Sidney Taurel, Lilly chairman and chief executive officer, announced that a Global Diabetes Education Program closely related to the Peking University Eli Lilly Diabetic Eye Disease Center would roll out at the same time. The program involves an additional grant of USD \$35,000 from Lilly to the ICO Foundation. The diabetes education program will help develop diabetic retinopathy prevention and treatment as well as education materials in local languages for diabetes patients, nurses and ophthalmologists.

Eli Lilly and Company has had a long time commitment to diabetes education in China. In March 1998, Lilly donated over USD\$1 million to ProjectHOPE to establish, in cooperation with China’s Ministry of Health (MOH), a five year (plus a 2-year extension). “ProjectHOPE China Diabetes Education Program.” This program has established a “train-the-trainer” model to help improve the knowledge and capabilities of healthcare professionals and to improve the diabetes awareness and education of the general public and healthcare professionals. This program is to resume in 2007 with corporate partners Becton, Dickinson and Company and Roche.

In addition, in April, Lilly will launch a nationwide “Voice of Lilly Healthcare Experts” diabetes education campaign. This campaign will invite 900 diabetes experts from 30 key cities in China to give lectures on diabetes knowledge and education through 30 radio channels. The campaign aims to promote diabetes awareness and knowledge to improve the nationwide diagnosis and treatment level of diabetes.

About Peking University Eye Center

Peking University Eye Center (PUEC) has become one of the top eye centers in China, not only clinically but also in medical education and research. PUEC is committed to raising the standards of eye care and to preventing ocular diseases by advancing knowledge and research and by obtaining state-of-the-art equipment. In addition, PUEC is dedicated to cultivating high-quality physicians and specialists in order to be recognized as one of the leading eye centers in the world for eye care and research and to become a major center for ophthalmic studies, not only nationally but also internationally.

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. Additional information about Lilly is available at www.lilly.com.

About International Council of Ophthalmology

The International Council of Ophthalmology (ICO) is the federation of national ophthalmology societies of more than 100 countries worldwide. With support from ophthalmology societies and the ICO Foundation, the ICO sponsors ophthalmic education, supports ophthalmology fellowships and promotes research in ophthalmology and vision throughout the world. Additional information about the ICO is available at www.icoph.org.

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