DaVita Magazine Takes Home Two Prestigious Hermes Creative Awards

Leading Kidney Care Provider Recognized by the Association of Marketing and Communications Professionals for Inspiring Tales of Patient and Teammate Triumphs

DaVita Inc., a leading provider of kidney care services for those diagnosed with chronic kidney disease and failure (CKD), today announced that the company's internal publication, DaVita Magazine: Stories from the Village, received two prestigious 2008 Hermes Creative Awards from the Association of Marketing and Communications Professionals (AMCP).

(Logo: http://www.newscom.com/cgi-bin/prnh/20020729/DAVITALOGO)

The twice-yearly publication featuring stories about DaVita® teammates (employees) [and dialysis patients] making a difference in their communities, their families and one another competed against more than 4,000 entries to win both a Gold and Platinum award in the Publications/Magazine and Writing/Publications Overall categories, respectively.

"Everyday, teammates across the country are going the extra mile to provide a high level of quality care for our patients, while still finding time to support our many community programs designed to enrich all of our lives," said Bill Shannon, DaVita Chief Wisdom Officer. "By sharing these stories through DaVita Magazine we are able to both inspire and recognize DaVita's ongoing commitment to helping patients live the fullest, healthiest lives possible while serving as a role model for American health care."

The Hermes Creative Awards, an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media, is judged by members of the AMCP and recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communications professionals.

"I'm thrilled that I can share this recognition with our company -- our Village, as we call it," said Blaise Tracy, Manager of DaVita Village Communications. "Still, with or without an award, I am proud of everyone involved in the development and production of DaVita Magazine. It is written by our teammates -- for our teammates. We created it to highlight the unique programs that make our Village so special."

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About DaVita Inc.

DaVita Inc., a FORTUNE 500® company, is a leading provider of kidney care in the United States, providing dialysis services and education for patients with chronic kidney failure and end stage renal disease. DaVita manages more than 1,300 outpatient facilities and acute units in more than 700 hospitals located in 43 states and the District of Columbia, serving approximately 107,000 patients. For more information about DaVita, its kidney education programs, and its community programs, please visit http://www.davita.com/.

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SOURCE: DaVita Inc.

CONTACT: Basak Ertan, +1-310-536-2482, for DaVita Inc.

Web site: http://www.davita.com/
