DaVita Wins Eight Hermes Creative Awards Recognizing Excellence in Communications and Marketing

Winning Entries Highlight DaVita's Efforts in Corporate Social Responsibility and Support of Physicians with Vital Patient Management Tools

DaVita Inc. , a leading provider of kidney care services for those diagnosed with chronic kidney disease (CKD), today announced its communications and marketing departments received eight Hermes Creative Awards, including three Platinum Awards - the highest distinction given by the awards selection committee.

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

The Hermes Creative Awards is an international awards competition recognizing creative professionals involved in the concept, writing and design of traditional materials and programs. The program is administered and judged by the Association of Marketing and Communication Professionals (AMCP), and this year, more than 3,700 entries were submitted from around the world.

The full list of awards received:
-- Platinum, Video/Internal Â 2008 Nationwide Commercial: Communications
-- Platinum, Video/Corporate Image - DaVita: A story about a kidney care company that cares
-- Platinum, Publications/Magazine - DaVita Magazine: Volume 2, Issue 1
-- Gold, Writing/Publications Overall Â DaVita Magazine: Volume 2, Issue 1
-- Gold, Design/Publications Overall - DaVita Magazine: Volume 2, Issue 1
-- Gold, Publications/Magazine - DaVita Magazine: Volume 2, Issue 2
-- Gold, Publications/Brochure - Falcon™: Innovative Kidney Solutions. Delivered
-- Honorable Mention, Design/Publications Overall - DaVita Magazine: Volume 2, Issue 2

"It is an honor for the communications and marketing teams to be recognized for their support of DaVita's important community care efforts," said Dennis Kogod, Chief Operating Officer of DaVita. "Receiving eight awards is a testament to the outstanding work our teammates (employees) do every day to enrich the lives of our more than 110,000 patients and to make a lasting, positive impact on our physician partners and people around the world."

The award-winning work was conducted on behalf of a number of key DaVita initiatives, such as the Falcon software suite - an innovative, comprehensive solution designed to allow nephrologists seamless management of patients from all points of kidney care. Falcon streamlines the patient management for physicians by decreasing costs for paperwork and staff resources, identifying revenue potential through practice management tools and providing anywhere, anytime access to information.

Entries were received from the best teams in the communications and marketing industry, including in-house departments at some of the world's largest companies, advertising agencies, public relations firms, production companies and freelancers.

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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 1,400 outpatient facilities and acute units in more than 700 hospitals located in 43 states and the District of Columbia, serving approximately 110,000 patients. As part of DaVita's commitment to building a healthy, caring community, DaVita develops, participates in and donates to numerous programs dedicated to transforming communities and creating positive, sustainable change for children, families and our environment. For more information about DaVita, its kidney education materials, and its community programs, please visit www.davita.com.

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