DaVita Contest Gives Away Cruise to 'Kidney Idol'

DaVita Inc. launched an online contest on its website, DaVita.com, asking website visitors to nominate their "Kidney Idol." The top four finalists will be posted at DaVita.com and website visitors will be able to vote for their favorite. The finalist receiving the most votes will win a 7-day cruise to the Caribbean sponsored by Dialysis at Sea®.

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

Everyone is invited to visit www.davita.com and nominate a kidney disease or dialysis patient, a caregiver, friend, spouse, health care professional or anyone in the chronic kidney disease or dialysis community who makes a difference to those around them beginning October 19, 2005. A story, up to 250 words maximum, must accompany the nomination. Uplifting, heartwarming and inspiring true stories about the nominees will be judged and the top 10 will become finalists. Nomination entries must be received by November 4, 2005.

The top four "Kidney Idol" finalists will be posted at www.davita.com from November 21, 2005 to December 2, 2005 and visitors to the site can vote once each day for their favorite. The finalist with the most votes will win the 7-day Caribbean cruise, roundtrip airfare to Miami, ground transportation and a one-night hotel stay before the cruise. The approximate value of the prize is $5,495.00. Contest and prize details and an entry form are available at www.davita.com.

The contest was created to let people in the dialysis community realize that it is possible to travel while on hemodialysis. DaVita has dialysis centers in many popular travel destinations such as: Las Vegas, Los Angeles, San Francisco, Orlando and Chicago. A dialysis center can be located by going to www.davita.com and using the "Find a Dialysis Center" online tool. Cruises are also a vacation option for people on dialysis. Dialysis at Sea® offers dialysis treatment aboard the luxurious Royal Caribbean International® cruise liner. In addition to educating dialysis patients about their travel opportunities, the contest entries will hopefully provide inspiration to those in the kidney disease community.

"We hear so many wonderful things in our clinics everyday, about how people make such a positive difference in each others' lives. There are people living well with chronic kidney disease and on dialysis. Many family members and health care professionals rise to the occasion and maintain a positive outlook and productive lifestyle," states Kent Thiry, DaVita's CEO. "We want to honor these people by sharing their stories and awarding someone with this dream vacation."

The contest is sponsored by DaVita, Dialysis at Sea and DaVita Patient Citizens. Dialysis at Sea is the largest provider of dialysis services aboard cruise ships in the world. Since 1977, Dialysis at Sea has helped thousands of individuals on dialysis and their families experience the pleasures of cruising and the excitement of taking their dream vacation with the confidence of knowing all their shipboard medical needs are handled by trained medical professionals.

DaVita Patient Citizens (DPC) is an independent, nationwide, non-profit, patient-governed dialysis patient organization. DPC is dedicated to improving dialysis patients' quality of life by developing awareness of dialysis-related issues, advocating for dialysis and pre-dialysis patients, improving the partnership between patients and caregivers, and promoting favorable public policy.

About DaVita

DaVita is a leading provider of dialysis services for patients suffering from chronic kidney failure. DaVita operates and provides administrative services to kidney dialysis centers and home peritoneal dialysis programs domestically in 41 states, as well as Washington, D.C. As of October 5, 2005, DaVita operated or provided administrative services at over 1,100 outpatient centers serving over 90,000 patients.

About DaVita.com

DaVita.com is the premier online resource for information on dialysis and chronic kidney disease. From informative articles and animated learning modules to recipes for the renal diet and other useful tools, DaVita.com is always adding to the wealth of information it offers website visitors. Special online features include: Discussion Forum, dialysis center locator, Insurance Consultation, GFR Calculator and more.

One popular feature is the Your First Day on Dialysis video. Produced exclusively by DaVita.com, the video shows what the dialysis process is like for first-time patients.

There is also a monthly DaVita.com newsletter that informs people about what's new on the website. Sign up for the newsletter

at www.davita.com.

For more information, please visit www.davita.com or contact Ernie Barojas 310-536-2520.

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