DVA Laboratory Announces New Company Name

DENVER, Apr 29, 2011 (BUSINESS WIRE) --

Operating as a division of DaVita Inc. (NYSE: DVA), a leading provider of kidney care services for those diagnosed with end stage renal disease (ESRD) and chronic kidney disease (CKD), DVA Laboratory Services (DVA) announced its new company name, DaVita Labs.

With over a decade of existence and the support of more than 120,000 kidney patents nationwide, DaVita Labs[SM] has provided diagnostic laboratory services to both dialysis organizations and physician practices. As DaVita Inc. continues to prove its commitment to the laboratory business, the decision has been made to unify the brand under one name, resulting in DaVita Labs. Though the name has changed, DaVita Labs will continue to provide the same reputable services to serve its customers with a relentless pursuit of quality.

"The decision to unify DVA Laboratory Services under the DaVita name will add to the continuity and full-service offerings our companies collectively provide," stated DaVita Labs Vice President, Commercial Development Kevin J. Goudreau. "We feel the name change will better reflect the unified network and corporate identity of the DaVita Inc. brand."

The new name initiative for DaVita Labs was launched at the American Nephrology Nurses' Association (ANNA) 42[nd] National Symposium, which took place March 27-30, 2011 in Boston.

DaVita Labs has 86,700 square feet dedicated to its state-of-the-art clinical diagnostic laboratories between its two locations in Ft. Lauderdale and Deland, Florida. The laboratories feature the latest in renal-specific methodology and technology for delivering quality test results. The DaVita Labs clinical laboratory team is led by experienced scientists and pathologists, and receives formal guidance from top nephrologists in the industry.

DaVita and DaVita Labs are trademarks or registered trademarks of DaVita Inc. All other trademarks are the property of their respective owners.

About DaVita Labs

DaVita Labs provides quality, on-time, accurate results to help effectively identify and manage kidney patients across the nation. As a cutting-edge chronic kidney disease (CKD) specialty laboratory, DaVita Labs features the latest in end stage renal disease-specific methodology and technology for delivering quality dialysis test results. DaVita Labs is fully accredited by the federal and state governmental agencies, and the College of American Pathologists. For more information, please visitwww.davitalabs.com or call 877.200.3181.

About DaVita

DaVita Inc., a Fortune 500(R) company, is a leading provider of kidney care in the United States, delivering dialysis services and education to patients with chronic kidney failure and end stage renal disease. As of Dec. 31, 2010, DaVita operated or provided administrative services at 1,612 dialysis facilities, serving approximately 125,000 patients. DaVita develops, participates in and donates to numerous programs dedicated to transforming communities and creating positive, sustainable change for children, families and our environment. The company's leadership development initiatives and corporate social responsibility efforts have been recognized by *Fortune*, *Modern Healthcare*,*Newsweek* and WorldBlu, among others. For more information, please visit www.davita.com.

SOURCE: DaVita

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