DaVita Introduces Innovative Social Networking Tool for Dialysis Patients

Interactive platform helps dialysis patients and their families meet and build relationships

DENVER, Dec 14, 2010 (BUSINESS WIRE) --

DaVita Inc. (NYSE:DVA), a leading provider of kidney care services for those diagnosed with chronic kidney disease and end stage renal disease, today announced the launch of MyDaVita, an online tool intended to help patients connect with one another for friendship, support and educational information.

"MyDaVita offers all dialysis patients and their families a tailored social networking experience where they can meet new friends and share information about kidney health," said Rebecca Steinfort, Chief Strategy and Marketing Officer for DaVita(R). "DaVita is more than just a dialysis provider - our goal is to create an interactive experience where people can communicate and engage with one another about kidney disease."

The DaVita website has been a premier online resource for information specific to kidney disease and dialysis, and has been recognized as a leading health care website.

MyDaVita is an interactive addition to DaVita.com where patients can help ease the stress of dialysis through social networking in an online community. MyDaVita will allow registered users to save their favorite recipes and educational articles for easy future reference, meet others, share their location, ask questions in forums and discuss personal stories within the kidney care community. The site also will offer additional educational materials covering a wide variety of topics, including kidney-friendly diet and nutritional information.

DaVita's website uses tools and resources in addition to MyDaVita to increase awareness, provide early detection and deliver disease management solutions for kidney disease patients.

DaVita is a registered trademark of DaVita Inc. All other trademarks are the property of their respective owners.

About DaVita Inc.

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 September 30, 2010, DaVita operated or provided administrative services at 1,598 dialysis facilities, serving approximately 124,000 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 visitwww.davita.com.

SOURCE: DaVita Inc.

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