Online Tool Helps Dialysis Patients Experience a Traditional Thanksgiving Feast

Interactive Website Helps Dialysis Patients Prepare Customized Meals for the Holidays

DENVER, Nov 22, 2010 (BUSINESS WIRE) -- 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), offers patients with very restricted diets an easy to use meal planning tool and recipes for their favorite Thanksgiving dinners at DaVita.com.

Diet is an integral part of managing chronic kidney disease and ensuring overall health and quality of life for dialysis patients. Because their kidneys can no longer filter and eliminate waste products and excess fluid, kidney patients' diets are focused on maintaining adequate nutrition and keeping minerals and electrolytes in balance. The recipes available at DaVita.com are labeled and easy to distinguish for the unique condition of the user - CKD non-dialysis, Dialysis and Diabetes.

"DaVita Diet Helper(TM) is an easy way for patients to know what they can and can't eat and in what portions to keep their protein, potassium, phosphorus, sodium and fluids in check," said Sara Carlson RD, CDE, DaVita® Nutrition Project Specialist. "Sticking to any diet is a challenge, but with DaVita Diet Helper it's a lot easier for our dialysis patients to stay on track."

The DaVita.com website also includes DaVita's Recipe Alerts, a monthly email featuring newly posted recipes and the Kidney Diet Blog, with additional guidelines and diet tips.

Kidney care patients can also utilize a more interactive tool that combines diet plans, nutritional tracking, recipes and shopping lists. Favorite recipes are easy to add and incorporate into a daily meal plan. The DaVita Diet Helper meals and nutrition log can be printed and shared with doctors and dietitians, making management of the renal diet more effective, as evidenced by their lab results, fluid balances and good nutritional intake.

Patients find the tool both easy to use and helpful in managing their restricted diets. "I've been on dialysis for four years, and food has always been an issue," said Bobbi, a user of the DaVita Diet Helper. "This system has breathed new life into me! The recipes are not only fabulous, but there is such a variety. This makes it easy to stay on target!"

Specific to the upcoming Thanksgiving holiday, DaVita has articles to help with shopping lists and menu planning:

A Feast for Giving Thanks

Tips for Healthy Holiday Eating

Holiday Eating Tips for People on Dialysis

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About DaVita

DaVita Inc., a Fortune 500® 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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