DaVita Launches One-of-a-Kind Online Tool to Manage Kidney Disease

Kidney Disease Patients Take an Active Role to Help Control Their Health

DENVER, Apr 27, 2010 (BUSINESS WIRE) --DaVita Inc. (NYSE: DVA), a leading provider of kidney care services for those diagnosed with chronic kidney disease (CKD), today announced the launch of the DaVita Phosphorus Challenge(TM) (www.davita.com/phosphoruschallenge), an online resource designed to serve as a core learning tool for CKD and dialysis patients.

The DaVita Phosphorus Challenge is a one-of-a-kind 30-day interactive challenge geared toward kidney disease and dialysis patients, care givers and related health care professionals. The challenge aims to educate users about phosphorus, its effects on those with CKD, the role of phosphorus binders and how to make smart food choices.

People with kidney disease are urged to eat foods that are low in phosphorus to help keep the blood level of phosphorus and parathyroid hormone in a healthy range. Unhealthy kidneys are no longer able to remove phosphorus from the blood and get rid of it through the urine. High levels of phosphorus are a greater problem for people with stage 4 and 5 kidney disease, however people in earlier stages of CKD also benefit from a reduced phosphorus intake.

"DaVita continues to create new ways to educate the kidney care community about how they can lead healthier lives," said Kent Thiry, Chairman and Chief Executive Officer of DaVita(R). "The DaVita Phosphorus Challenge provides kidney disease patients and their care giving teams an easy to use tool that enables all patients to take an active role in their health care."

DaVita Phosphorus Challenge participants receive a series of e-mails filled with links to games, quizzes and other interactive activities to better enhance patients' knowledge of phosphorus and its importance in their care. The DaVita Phosphorus Challenge helps turn the topic of phosphorus into a fun learning experience so patients can gauge what foods are low or high in phosphorus, among other topics.

High-risk groups for kidney disease include African-Americans, Hispanics, Pacific Islanders, Native Americans and seniors (those 60 and over). Primary risk factors include diabetes, hypertension, cardiovascular disease and a family history of these conditions. A silent epidemic, CKD affects 31 million, or one in six, Americans, with most unaware that they have the disease. The chance that an American adult has CKD is nearly 12 times greater than an American woman's risk of getting breast cancer.

DaVita has numerous programs like the DaVita Phosphorus Challenge that increase awareness, promote early detection and deliver disease management solutions for kidney disease patients. These programs, in conjunction with non-profit organizations like The Kidney TRUST(TM), which was founded and initially funded by DaVita, were created to help spread much-needed awareness and education about kidney disease throughout the United States.

DaVita and DaVita Phosphorus Challenge are trademarks or registered trademarks 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 December 31, 2009, DaVita operated or provided administrative services at 1,530 outpatient dialysis facilities and acute units in approximately 720 hospitals located in 43 states and the District of Columbia, serving approximately 118,000 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.

DaVita Inc.
Kelsey Rood
(310) 536-2404
kelsey.rood@davita.com
