

For Immediate Release

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American Diabetes Association Expands Outreach to Schools

*First National Sponsors of ADA School Walk for Diabetes
Boost Diabetes Awareness and Participation in Event*

Alexandria, VA (October 13, 2004) – As students settle into their fall routines and turn their attention to the new academic year, schools from across the country are planning their American Diabetes Association School Walk for Diabetes activities. The Association's third national School Walk for Diabetes season is expected to be the largest yet thanks to support from national sponsors ARAMARK and SPLENDA® No Calorie Sweetener.

Approximately 2,000 schools are expected to participate in School Walk for Diabetes this year – an increase of more than 80% from the 2003/2004 school year. Participating kids actively learn life-long lessons about preventing diabetes through healthy eating and regular exercise, the seriousness of diabetes and the importance of helping others who have the disease. New, improved materials – including an informational video for kids, which brings School Walk for Diabetes to life, and healthy living educational activities – have been made possible through funding from national sponsors.

It is increasingly important to reach kids with healthy living messages as obesity rates in this younger population climb at an alarming rate. Obesity among America's children and adolescents has tripled since the 1980s, and serious health consequences have followed. Type 2 diabetes, typically associated with older adults, is growing increasingly prevalent among American youth. And pre-diabetes, a condition that develops when blood glucose (sugar) levels begin rising to troubling levels but are not yet high enough for a diagnosis of diabetes, is also increasing in young people. According to a study published in *The New England Journal of Medicine*, 25 percent of very obese children and 21 percent of very obese adolescents have blood glucose levels in the pre-diabetic range.

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“The American Diabetes Association greatly appreciates the generosity of ARAMARK Corporation and McNeil Nutritionals, LLC, makers of SPLENDA®,” said Lynn B. Nicholas, FACHE, chief executive officer of the American Diabetes Association. “Getting additional schools involved and having more kids learn important lessons about healthy living, while raising funds for diabetes research, education and advocacy, goes a long way toward furthering the Association’s mission.”

“For us, the escalating rates of diabetes and obesity among our children aren't just cause for concern, but a call to action,” said Colin Watts, president of McNeil Nutritionals, LLC, a Johnson & Johnson company. “We're proud to participate in ADA's School Walk for Diabetes because it goes beyond talking the talk ...quite literally. It's about walking the walk.”

In addition to providing funding for the events, ARAMARK is helping to increase participation in School Walk for Diabetes by mobilizing ARAMARK food service directors, who work in schools across the country, to bring more schools on board and help create even larger events in those schools already participating. Further, the ARAMARK Charitable Fund, a philanthropic fund created by ARAMARK Corporation, will support the ADA’s continued research into obesity-related diabetes prevention, particularly among children.

“At ARAMARK School Support Services, we work each day to help kids eat well at school,” said Jeff Wheatley, President of ARAMARK School Support Services. “We are thrilled to support the American Diabetes Association’s expansion of School Walk for Diabetes, underscoring our commitment to keeping kids healthy.”

Participation in School Walk for Diabetes is fun – kids win cool thank you gifts at each level of fund-raising – and schools find participation rewarding because they receive gift certificates for physical education equipment or school medical supplies. Involvement is easy since the event can be tailored to fit the needs of each school and timing is flexible – the event can be planned for anytime during the school year and anytime during a school day. The Association’s School Walk for Diabetes is also a community service activity that helps build school spirit.

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Mission •
to prevent and cure diabetes
and to improve the lives of all
people affected by diabetes.

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Funds raised through School Walk for Diabetes events will help further the mission of the American Diabetes Association: to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Schools can sign up for School Walk for Diabetes by calling 1-888-DIABETES (1-888-342-2383) or visiting www.diabetes.org/schoolwalk.

About the American Diabetes Association

The American Diabetes Association is the nation's premier voluntary health organization supporting diabetes research, information and advocacy. Founded in 1940, the Association has offices in every region of the country, providing services to hundreds of communities. The Association's commitment to research is reflected through its scientific meetings; education and provider recognition programs; and its Research Foundation and Nationwide Research Program, which fund breakthrough studies looking into the cure, prevention, and treatment of diabetes and its complications. For more information, please visit www.diabetes.org or call 1-800-DIABETES (1-800-342-2383). Information from both these sources is available in English and Spanish.

About SPLENDA® No Calorie Sweetener

SPLENDA® No Calorie Sweetener products are marketed by McNeil Nutritionals, LLC, a Johnson & Johnson company, with headquarters in Fort Washington, PA. SPLENDA® No Calorie Sweetener products are available at retail stores in packet and granular form. SPLENDA® Brand Sweetener is also used in more than 4,000 products of major food brands worldwide. You can find out more about SPLENDA® No Calorie Sweetener or get recipes and tips on cooking and baking with SPLENDA® at www.SPLENDA.com or by calling 1-800-7-SPLENDA (1-800-777-5363).

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About ARAMARK

ARAMARK provides a wide range of food, facility and other support services to more than 600 school districts nationwide, serving nearly 300 million meals each year to students in grades K-12. ARAMARK Corporation is a world leader in providing award-winning food and facilities management services to health care institutions, universities and school districts, stadiums and arenas, international and domestic corporations, as well as providing uniform and career apparel. ARAMARK was ranked number one in its industry in the 2004 FORTUNE 500 survey and was also named one of "America's Most Admired Companies" by *FORTUNE* magazine in 2004, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers. Headquartered in Philadelphia, ARAMARK has approximately 200,000 employees serving clients in 19 countries.

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