

Boston Scientific

Boston Scientific Announces Sponsorship of World Diabetes Day Campaign 2010

NATICK, Mass., Nov. 11 [/PRNewswire/](#) -- Boston Scientific Corporation (NYSE: BSX) today announced its sponsorship of "World Diabetes Day" for the third year in a row. The campaign is led by the International Diabetes Federation (IDF) and represents its primary global awareness initiative in the fight against diabetes.

IDF is a worldwide alliance of more than 220 diabetes associations in 160 countries who share a mission of enhancing the lives of people with diabetes. It promotes diabetes education, prevention, care and the pursuit of a cure through activities such as World Diabetes Day, which will be observed on November 14.

"As a company committed to improving lives, we recognize our responsibility to patients, customers, employees and the community by supporting key health initiatives like World Diabetes Day," said Dan Brennan, Senior Vice President and Corporate Controller of Boston Scientific and the Company's 2010 Executive Sponsor of World Diabetes Day. "We're proud to continue our support of this important campaign, and together we can make a difference for those at risk or living with diabetes."

"We are very pleased to have Boston Scientific's support as an ambassador of World Diabetes Day for the third consecutive year," said Mario Fetz, Director of External Relations for the IDF. "As a respected member of the medical technology community, we welcome Boston Scientific's expertise, resources and participation as an Official Partner in the International Diabetes Federation's World Diabetes Day. This year continues our five-year campaign to address the growing need for diabetes education and prevention programs to help patients and health care professionals take control of diabetes."

Diabetes is a chronic, debilitating disease that poses severe risks and costs for people with diabetes, their families and the health care community. The IDF estimates that more than 300 million people worldwide have diabetes, and this number is expected to rise to 438 million within 20 years. The burden on health care systems is substantial, with estimated costs of diabetes-related complications accounting for 5 to 10 percent of total global health care spending. The United Nations has recognized diabetes as a global threat -- the first time for a non-communicable disease.

In recognition of its support, Boston Scientific will once again participate in the IDF World Diabetes Day Monument Challenge by illuminating its corporate headquarters in Natick, Massachusetts and its facility in Maple Grove, Minnesota. The Company will also feature World Diabetes Day on its Internet homepage.

Boston Scientific will further support World Diabetes Day with activities at company facilities around the world, including free diabetes screenings for employees, education sessions and fundraisers.

IDF has recognized Boston Scientific's social media initiatives, which are aimed at sharing IDF's messages and raising awareness for diabetes and the World Diabetes Day campaign. More information can be found directly at the following Twitter, Facebook and YouTube links:

<http://www.twitter.com/BostonSciWDD>

<http://www.facebook.com/home.php?#!/pages/Boston-Scientific-WDD/151528504882480>

<http://www.youtube.com/BostonScientificWDD>

About Boston Scientific

Boston Scientific is a worldwide developer, manufacturer and marketer of medical devices whose products are used in a broad range of interventional medical specialties. For more information, please visit: www.bostonscientific.com, www.worlddiabetesday.org and www.idf.org.

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