

Siemens and The Walt Disney Company Team to Raise Awareness About Allergies

Deerfield, Ill., June 4, 2009 – Siemens Healthcare and Disney are introducing a children's book to the clinical laboratory and physician communities to educate children and parents about the diagnosis and management of allergies. *Mickey and the Giant Kachoo!*, featuring Disney's Mickey Mouse, highlights a blood test to help identify allergens that trigger allergic reactions, one that's simpler than a traditional skin-prick test and poses no risk of a severe reaction.

The book was created by Siemens Healthcare and Disney as part of a corporate alliance that uses Disney storytelling to help kids understand health issues. Previously, the companies collaborated on a healthy hearing kit for kids distributed by physicians and health care clinics.

Depending on geography and lifestyle, the prevalence of allergies can be as high as 40 percent¹. In children, allergies can progress to asthma, making it important to be aware of all diagnosis and treatment options available. "We want parents to know there is a simple option for their children to be tested for allergic reactions," commented Dave Hickey, Executive Vice President Central Laboratory and Global Research and Development, Siemens Healthcare Diagnostics. "By reading a story with familiar Disney characters, children and parents will learn that allergies are common and there are options to help diagnose and manage them."

The proven Siemens 3gAllergy™ tests were introduced on the IMMULITE® immunoassay systems in 2002 and are now used for allergy blood testing in clinical laboratories worldwide. The tests can be used to identify reactions to major allergens such as food, animals, dust mites, molds and a wide-range of seasonal allergies. Siemens was the first company to introduce a third-generation allergy blood test to help accurately diagnose patients with allergies. The 3gAllergy tests also benefit laboratory personnel because they can be consolidated with other routine and specialty immunoassay tests and run on one system, providing time-saving efficiencies.

For more information about Siemens 3gAllergy tests, please visit www.usa.siemens.com/3gAllergy. The children's book will be available in the United States at the end of July and be available for broader distribution in the future.

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare is the first integrated healthcare company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care – from prevention and early detection, to diagnosis, therapy and care. Additionally, Siemens Healthcare is the global market leader in innovative hearing instruments. The company employs around 49,000 people worldwide and operates in 130 countries. In the fiscal year 2008 (Sept. 30), Siemens Healthcare reported sales of €11.2 billion, orders of €11.8 billion, and Sector profit of €1.2 billion. Further information can be found by visiting <http://www.siemens.com/healthcare>.

References:

1. World Allergy Organization. Allergic Diseases Resource Center. Web site accessed May 26, 2009: http://www.worldallergy.org/public/allergic_diseases_center/overview.php

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