

SIEMENS AND THE STROKE ASSOCIATION LAUNCH STROKE FOR STROKE 2010

Campaign Aims to Raise Awareness and Funds for Stroke Research

Siemens plc and The Stroke Association have launched the third annual Stroke for Stroke campaign, in a bid to raise awareness of stroke and to highlight the benefits of a healthy diet and regular exercise in its prevention. The campaign will run between 25th and 31st January 2010 and will challenge members of the public to row 10km (or more), helping to raise vital funds.

The campaign, a joint initiative by The Stroke Association and Siemens, the High Performance Partner of GB Rowing, is now in its third year and has raised over £70,000 to date by encouraging members of the public to complete a sponsored 10km row. In addition to raising funds, the campaign aims to highlight that anybody, irrespective of age, can suffer from a stroke and that a healthy lifestyle, including a healthy diet and regular exercise such as rowing, can help to significantly reduce the risks.

The timing of the event at the end of January means that anyone looking to get back in shape after the festive season will still have time to warm up and shift those Christmas pounds before taking on the 10km rowing challenge. Not having access to a rowing machine is no excuse, as the Stroke for Stroke campaign has teamed up with Nuffield Health to offer free access to their nationwide network of Fitness & Wellbeing Centres for everyone taking part in Stroke for Stroke. The campaign is open to everyone across the UK by visiting www.strokeforstroke.co.uk or calling 020 7566 1503.

Even those who can't take part directly can still do their bit by visiting www.strokeforstroke.co.uk and sponsoring their colleagues, friends and family or the GB Rowing squad, as they put the kilometres from their punishing training regime towards the campaign.

Olympic gold medalist, Zac Purchase, is backing the campaign, "Regular exercise is a key factor in staying healthy and reducing the risk of stroke, and rowing is an ideal, all-round, low-impact workout. It's great to be involved in the Stroke for Stroke campaign and we hope to help raise plenty of money and awareness."

Siemens Healthcare is one of the world's largest suppliers to the healthcare industry, offering products and solutions across the range of patient care, from medical imaging and laboratory diagnostics to medical information technology, encompassing prevention and early detection to diagnosis, treatment and aftercare.

Gunter Dombrowe, Managing Director, Siemens Healthcare UK, said: "Prevention is key to reducing the number of people who suffer strokes and part of a bigger picture within the care continuum. Strokes put a huge amount of pressure on the NHS, requiring the fastest possible access to diagnostics and emergency care, rapid implementation of appropriate treatment and rehabilitation support long afterwards. As a leading provider of healthcare solutions, Siemens is well placed to continue raising awareness in this area."

Andreas J. Goss, chief executive, Siemens in the UK, said: "Stroke is the UK's third biggest killer and contrary to popular belief it can affect people of any age. Siemens is delighted to be able to use our partnership with GB Rowing to help build awareness, raise much-needed funds for The Stroke Association and to encourage people to take up regular exercise as part of an overall healthy lifestyle. I'll be doing my bit, and encouraging our employees to do the same so please visit the website and have some fun taking part in Stroke for Stroke 2010."

Head of Corporate Fundraising at The Stroke Association, James Beeby said: "Each year an estimated 150,000 people in the UK will suffer a stroke. Stroke for Stroke is now in its third year and a campaign like this is integral to raising awareness of how regular exercise and lifestyle choices can help prevent a stroke. This year we are anticipating an even greater number of people to get involved and support The Stroke Association's vital research into stroke prevention and treatment.

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Notes to editors:

Siemens Stroke for Stroke Week is supported by The Stroke Association. Full details and a link to the justgiving website can be found at www.strokeforstroke.co.uk

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About Siemens in the UK

Siemens was established in the United Kingdom 166 years ago. The company employs 18,402 people in the UK, including about 5,000 in the manufacturing sector. Last year's revenues were £3.7 billion. As a leading global engineering company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key industrial sectors of energy, industry, transport and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. Siemens is the High Performance Partner to GB Rowing through to 2012. For more information, visit www.siemens.co.uk

About Siemens Healthcare

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens is the only company to offer customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis and on to treatment and aftercare. By optimising clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective.

Siemens Healthcare employs some 49,000 employees worldwide and operates in over 130 countries. In fiscal year 2008 (to September 30), the Sector posted revenue of 11.2 billion euros and profit of 1.2 billion euros. For further information please visit: www.siemens.com/healthcare.

About The Stroke Association:

The Stroke Association is the only UK charity solely concerned with combating stroke in people of all ages. The charity funds research into prevention, treatment, better methods of rehabilitation and helps stroke patients and their families directly through its community services which include communications support, family and carer support, information services, welfare grants, publications and leaflets. The Stroke Association also campaigns, educates and informs to increase knowledge of stroke at all levels of society acting as a voice for everyone affected by stroke. The Stroke Association Helpline provides information on stroke to the general public and is open between 9am – 5pm Monday to Friday on 0845 3033 100 and more information on The Stroke Association can be found at www.stroke.org.uk

About Nuffield Health

Nuffield Health is the UK's largest healthcare charity, providing health and wellbeing services through its national network of over 200 hospitals, wellbeing centres, workplaces and local authority facilities. Nuffield Health also has the largest network of physiotherapists outside the NHS. Since 1957, Nuffield Health has helped millions by putting the quality of care and satisfaction of individuals at the heart of what it does. Since 2008, it has been pioneering a new approach to consumer health by integrating fitness, prevention and cure across its different services and facilities under a single brand, governance and management structure.

Picture caption: Siemens plc and The Stroke Association have launched the third annual Stroke for Stroke campaign. (Left to right): Ric Egington, GB Rower; Alex Partridge, GB Rower; and Rachel Christie, Miss England.

