

== INGENIOUS IDEAS ==

'Words Of Strength' Cards Support Kidney Disease Patients

(NAPSA)—For the more than 20 million Americans who suffer from chronic kidney disease, friends and family often provide a sturdy support system. Now an imaginative online campaign makes it possible for patients—and others—to show appreciation for the strength these loved ones demonstrate day after day.

A series of electronic greeting cards, called “Words of Strength,” are a thoughtful way in which patients, family and friends can support each other through their battle against chronic kidney disease. The cards were created especially for African-Americans and Hispanic-Americans, who are at increased risk for this disease.

“Chronic kidney disease can be a devastating illness that affects patients and their loved ones both mentally and physically. It is important not only to treat the condition, but also to offer those touched by the disease support, and to empower them with the strength to move forward,” said Tamara Ruggiero, Director of Communications for the American Kidney Fund.

The newest “Words of Strength” cards feature favorite recipes from the National Kidney Foundation—Three-Pepper Quiche and Shrimp Paella—both of which were created for patients who are affected by chronic kidney disease. For patients with this condition, finding healthy, tasty recipes that meet specific nutritional needs—such as having a balanced diet and limiting sodium, potassium and phosphorus intake—is important for maintaining a healthy lifestyle.

To date, thousands of cards from the “Words of Strength” series have been sent, including cards designed to help observe Black History Month and Kidney Disease Awareness Month. These



It's now possible to support kidney disease patients by sending online greeting cards.

cards featured NBA basketball star and kidney disease patient Alonzo Mourning.

About Chronic Kidney Disease

While more than 20 million Americans already have chronic kidney disease, another 20 million are at risk—specifically in the African-American and Hispanic-American communities.

An important and often overlooked sign of the disease is anemia, or a low red blood cell count. This potentially debilitating condition results in gradually worsening tiredness and may diminish a person's ability to carry out routine activities. Symptoms of anemia include fatigue, shortness of breath, dizziness, decreased ability to concentrate and paleness.

As part of its ongoing commitment to chronic kidney disease awareness, Ortho Biotech Products, L.P., marketer of PROCRIT® (Epoetin alfa), has pledged cash donations to the National Kidney Foundation, the American Association of Kidney Patients and the American Kidney Fund for each online greeting card sent.

To learn more, or to send a personalized greeting card, visit www.AmericanGreetings.com or www.KidneyResource.com.

Note to Editors: PROCRIT is for the treatment of anemia in chronic kidney disease patients who are not on dialysis. PROCRIT is available by prescription only and is injected by a doctor or nurse. PROCRIT is not for patients with uncontrolled high blood pressure. High blood pressure has been noted in patients treated with PROCRIT and blood pressure should be monitored carefully. Drugs like PROCRIT may increase the risk of blood clots and seizures. Loss of response to PROCRIT could be a sign of a very rare but serious condition. In studies, the most common side effects were high blood pressure, headache, joint pain, and nausea. For full U.S. Prescribing Information, please visit http://procrit.com/common/prescribing_information/PROCRIT/PDF/ProcritBooklet.pdf