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**ELI LILLY AND COMPANY AND HEALTHY INTERACTIONS
ANNOUNCE INTERNATIONAL PARTNERSHIP
TO CREATE NEW DIABETES EDUCATION STANDARD**

- Multi-year International Partnership Aims to Create Better Conversations Between Healthcare Professionals and Patients With Diabetes -

Chicago, November 14, 2007 – Healthy Interactions Inc. (Healthyi), an innovator in healthcare behavior change and education models, and Eli Lilly and Company (Lilly), a leading innovation-driven pharmaceutical company, today announced an international partnership whose goal is to improve the lives of millions of people with diabetes around the world. The three-year partnership centers around the creation and distribution of Healthyi’s unique conversation-based behavior change tool, known as Conversation Maps®. Focused on diabetes, the Lilly/Healthyi Conversation Maps® partnership will provide tens of thousands of healthcare professionals, located in more than 40 countries around the world, with Healthyi’s unique conversation-based behaviors tools and training. Lilly will serve as Healthyi’s exclusive diabetes program partner outside of the United States and Canada.

Conversation Maps® is an innovative conversation-based tool that transforms the way that patients with diabetes understand and internalize information about their disease and how they can better manage it. The tool guides patients through a process that generates insightful conclusions, resulting in improved self-management behavior, decisions, and actions. Conversation Maps® measure 1-meter by 1.60-meter (3-foot by 5-foot) and utilize images, questions, and facts and information to provide a fun, engaging learning experience for diabetes patients and their caregivers. Designed for use in small groups of three to 10 patients, Conversation Maps® offer a forum for dynamic group discussion, rather than a one-way lecture, contributing to a learning process where patients explore diabetes-related health facts and ‘take ownership’ of what they learn through supportive peer-to-peer interactions.

“At Lilly, we are committed to being a leader in diabetes care around the world and we understand that success in treating diabetes will not come from medical interventions alone,” said Dr. Lorenzo Tallarigo, President of International Operations, Eli Lilly and Company. “Lilly is committed to complementing our therapeutic advances with practical tools and community-based educational support programs that help people overcome barriers to successfully combating this disease. Conversation Maps® are an excellent learning tool to help understand diabetes and we are pleased to make them available throughout more than 40 countries.”

The introduction of the Lilly/Healthyi Conversation Maps program is set to begin in 2008, with the United Kingdom as the first country to implement the program. More than 40 countries throughout Europe, Asia, and Latin America are scheduled to follow. Prior to the introduction of the Conversation Maps to each country, Lilly and Healthyi will work with national diabetes experts to develop and ensure that the content of each map is specific to the country’s population. In support of each national launch, in-depth training sessions about the Conversation Maps and how to use them will be provided to healthcare professionals.

“Healthyi is committed to creating Personal Health Engagement® by developing and deploying innovative, experiential-learning and behavior-change tools that enable patients to take more ownership of their health, and become better self-managers of their diabetes,” said Peter Gorman, President of Healthyi. “Our new international partnership with Lilly is an important step to transforming the lives of millions of people around the world afflicted with diabetes by providing them a higher standard of care.”

Diabetes Conversation Maps® - Quick Facts

- Launched in Canada in 2006
- Launched in United States in 2007
- More than 50 percent of all Canadian healthcare professionals engaged in diabetes patient education have been trained and equipped with diabetes Conversation Maps®.
- Within first 6 months of launching diabetes Conversation Maps® in the U.S., more than 50 percent of goal to train 10,000 healthcare professionals was achieved.

For more information about Conversation Maps®, please visit www.healthyi.com.

Editor's note

About Healthy Interactions

Healthy Interactions Inc. (Healthyi®) is an innovator and leader in creating Personal Health Engagement®, and Conversation Maps® tools. Healthyi is revolutionizing and becoming the healthcare behaviour change and patient engagement standard in the United States and around the world. Founded in 2003, Healthyi's mission is to improve healthcare decision-making of patients and healthcare professionals by transforming the way in which they experience and internalize health-related information, leading to behavior change and improved self-management. Healthyi achieves this mission by

developing and distributing small-group Conversation Map® tools, online tools, and tools specifically created for pharmacy and retail settings. Healthyi also builds and maintains learning networks and venues. Visit Healthyi at www.healthyi.com.

About Lilly Diabetes

Through a long-standing commitment to diabetes care, Lilly provides patients with breakthrough treatments that enable them to live longer, healthier and fuller lives. Since 1923, Lilly has been the industry leader in pioneering therapies to help health care professionals improve the lives of people with diabetes, and research continues on innovative medicines to address the unmet needs of patients.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers -- through medicines and information -- for some of the world's most urgent medical needs.

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