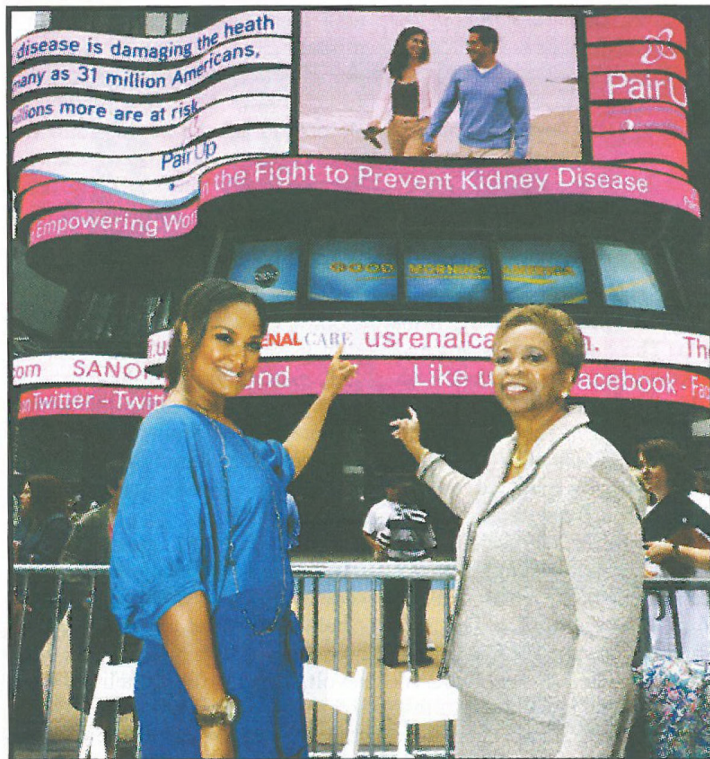


American Kidney Fund Pairs Up with Americans to Fight Kidney Disease



LaVerne Burton, Pres. & CEO of the American Kidney Fund (right) with World Champion boxer, Leila Ali, daughter of Muhammad Ali, health and fitness guru and new spokesperson for the AKF at the Times Square kickoff of their newest life saving program.

Earlier this fall, the American Kidney Fund launched Pair Up, a national campaign to raise awareness about kidney disease, a serious and increasingly common condition that is damaging the health of as many as 31 million Americans. Pair Up: Join the Fight to Prevent Kidney Disease encourages women to take two simple, yet powerful actions: learn if they're at risk for kidney disease; and spread the word about kidney disease to loved ones who also may be at risk.

The launch of Pair Up coincided with the release of a national survey revealing that most Americans who care for their loved ones' health are unaware that diabetes and high blood pressure are the leading causes of kidney disease.

According to the American Kidney Fund, most cases of kidney disease could be prevented. Kidney disease has few warning signs in its early

stages, and 9 out of 10 people with early kidney disease don't know they have it. Kidney disease can lead to heart attack, stroke, kidney failure and death.

Celebrity health champion Laila Ali, co-host of the new ABC television show *Everyday Health*, joined forces with the American Kidney Fund to help raise awareness of the issue among women nationwide. "My family, like millions of others, has dealt with the leading causes of kidney disease- diabetes and high blood pressure," said Ali. "That's why I'm proud to partner with the American Kidney Fund to launch the Pair Up campaign. I hope to inspire others to join me in the fight to prevent this devastating disease."

Ali joined the American Kidney Fund to kick off the Pair Up campaign in Times Square in September. Ali and the American Kidney Fund

shared details about Pair Up and ceremoniously launched the campaign by lighting up the billboard above Times Square Studio.

"Women are critically important in the fight against kidney disease because they tend to be the primary healthcare decision-makers for their families," said LaVerne A. Burton, pres. and chief exec. officer of the American Kidney Fund. "Through the Pair Up campaign, we hope to empower women to become more effective drivers of kidney disease awareness and prevention for themselves and their loved ones who may be at risk."

People who want to take part in the fight against kidney disease may join the Pair Up campaign by logging on to PairUpNow.org and taking the Pair Up Challenge, an interactive quiz that provides education about common risk factors for kidney disease.