

FOR THE MILLIONS OF PEOPLE LIVING WITH DIABETES¹, EVERY DAY CAN BE A SERIES OF UPS AND DOWNS, BUT IT DOESN'T HAVE TO BE

Which is why Roche Diabetes Care, the makers of Accu-Chek[®] Guide and SimplePay program, created the #BuckOffDiabetes campaign.

Save a buck. Donate a buck with #BuckOffDiabetes campaign.

#BuckOffDiabetes represents a bold, new attitude for taking on diabetes and helps spread the word about how you can not only save a buck, but donate a buck to a good cause. By turning your hand into bull horns and sharing a photo on social media with #BuckOffDiabetes, Roche Diabetes Care will donate a buck to several diabetes-related charities. With the Accu-Chek[®] Guide SimplePay Program¹ people with diabetes can save a few bucks by guaranteeing the same low price with every test strip refill.

Country singer Ben Rue* has been living with type 1 diabetes for the past 16 years and has teamed up with Roche Diabetes Care, the makers of Accu-Chek[®] Guide, to travel across the country to share his story and encourage everyone to get involved, whether you have diabetes or if it affects someone you know and love.

Learn how to save a buck, donate a buck and better manage your diabetes by bucking the trend at www.buckoffdiabetes.com.

#BUCKOFFDIABETES



ABOUT BEN RUE

Ben Rue is a Silverton, Oregon native who premiered his album Back to the Nights at all online retailers on May 19, 2017, peaking inside the Top 12 on the iTunes Country Album Charts. Ben debuted on the country scene with the Sony released "I Can't Wait (Be My Wife)" which charted for 14 weeks inside the Billboard Country Airplay Top 60.

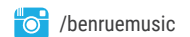
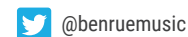
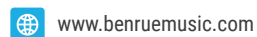
BEN'S JOURNEY WITH DIABETES

Since Ben's diagnosis with T1D, he has focused on helping other stay motivated and positive when it comes to living life with a chronic illness. Ben will be traveling across the country to encourage others to get involved in the campaign.

Ben's first stop will be at the 2018 iHeartCountry Festival in Austin, Texas on Saturday, May 5, 2018, with other stops around America.



To stay updated on Ben, visit the following:



1. <https://www.cdc.gov/diabetes/pdfs/library/socialmedia/diabetes-infographic.pdf>

2. The card is not insurance; it is a cash discount program and cannot be combined with any form of health insurance. Those insured by any government healthcare program, such as Medicare, Medicaid, the military or VA, are NOT eligible for this offer. Insurers may offer a lower cost option. 30- or 90-day Accu-Chek Guide test strip prescription required. Limit 12 vials per refill. Refills cannot be dispensed before 75% of previous days' supply have elapsed. Program may be changed or discontinued at any time.

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*Ben Rue is a paid spokesperson for Roche Diabetes Care, Inc. and Accu-Chek[®].