

New Products / Programs

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For Immediate Release:

HomeCheck-A1c™ Announces Sponsorship of Desert Dingo Racing

Dallas, TX October 31, 2007 – HomeCheck-A1c will be a primary sponsor of Desert Dingo Racing for the 2007 Baja 1000 race and for the 2008 race season. Desert Dingo Racing is campaigning the official World Diabetes Day car in the Baja 1000.

“We’re excited to welcome HomeCheck-A1c as the newest sponsor of the Desert Dingo Racing team and appreciate their commitment to helping build awareness of diabetes issues here in the U.S., Mexico and around the world,” said Desert Dingo Racing co-owner Mike Aquino, who has Type 2 diabetes. “Diabetes is a global problem, affecting people of all ages. The majority of new cases are being diagnosed in developing countries. In fact, diabetes is the third leading cause of death in Baja California.”

Much like Desert Dingo Racing’s Class 11 VW requires enhancements to handle the rigors of the Baja, HomeCheck-A1c isn’t your typical A1c. Following several years in support of clinical research, the HomeCheck-A1c has been engineered for patients guaranteeing improved accuracy, simplicity and convenience. The product is well suited for use in clinical trials, health screening and diabetes management programs.

“As part of the product launch activities for HomeCheck in the USA, we decided to partner with DDR due to their desire to take on the Baja 1000, their passion to finish and their commitment to community support. Add to that their understanding of the importance of diabetes education based on accurate feedback in stemming this global epidemic and we knew we had to sponsor this amazing team,” said HomeCheck-A1c’s program manager Eric Link.

The team’s 1969 VW (No. 1146) will sport the HomeCheck-A1c logo and the DDR team is available to discuss the value and importance of HomeCheck in stemming the tide of undiagnosed and uncontrolled diabetes.

Desert Dingo Racing has also partnered with the International Diabetes Federation to conduct a drive-a-thon during the Baja 1000 to raise money for diabetes research and education. 100% of the funds raised go to the IDF to support its ongoing efforts.

About HomeCheck-A1c

The world’s most accurate A1c™ is available to patients, payers, physicians and researchers in the USA over-the-counter and without a prescription. The product and programs incorporating HomeCheck-A1c are available by ordering online at <http://ezA1c.com>. HomeCheck is a licensed trademark of Diabetech, LP used with permission.

About Desert Dingo Racing

Desert Dingo Racing is a team of high tech professionals based in Silicon Valley, California building a Class 11 VW Beetle to compete in the Baja 1000, running from Ensenada to Cabo San Lucas, November 10-16, 2007. For more information, visit our website at <http://www.desertdingo.com>.

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