

Johnson & Johnson at the Beijing 2008 Olympic Games

From a volunteer physician helping an Olympic athlete compete at peak performance, to a child learning about values that define the Olympic Movement, to Chinese citizens who selflessly help others, countless people will be touched by Johnson & Johnson caring, support, and expertise during the Beijing 2008 Olympic Games—and well beyond. We are bettering the health and well-being of families and communities through education and information; supporting Olympic athletes and medical staff with training, products and education; and celebrating and inspiring extraordinary acts of caring by everyday people and athletes. Read on to learn about a few of the many Olympic Games programs from Johnson & Johnson, its brands and its operating companies.

Johnson & Johnson is proud to be an Official Partner of the Beijing 2008 Olympic and Paralympic Games, a worldwide partner of the International Olympic Committee and the Official Health Care Products Partner of National Olympic Committees in more than 200 countries.

Caring for families and communities

Johnson & Johnson Olympic Games Pavilion

Located on the Beijing Olympic Green, this centerpiece of our activities will house many of our events and will be an oasis for visitors from across the globe. A series of special high-tech, interactive exhibits celebrate the spirit of caring and sharing and the family values that create a healthier, more harmonious society throughout the world.

Qin Shi Huang Terracotta Warriors

For years, Johnson & Johnson has partnered with the China Qin Shi Huang Terracotta Army Museum to use technology and establish a center of excellence in historic relic preservation in Xi'an to help preserve the remarkable, life-sized, Terracotta Warriors and Horses, which are more than 2000 years old. During the Beijing 2008 Olympic Games, Johnson & Johnson will honor this partnership by providing visitors to the Johnson & Johnson Olympic Games Pavilion with a rare opportunity to view five, authentic Qin Shi Huang Terracotta Warriors, one of the most significant archaeological finds of the 20th century.

As a tribute to our partnership with the museum, Johnson & Johnson will present a one-of-a-kind performance at Millennium Monument Park during the 17 days of the Games. Larger than

life marionettes standing up to 22 feet tall, will tell the story of a Terracotta Warrior brought to life by a young Chinese girl. This vibrant cultural performance will introduce the past to the present and demonstrate the timelessness of values like caring, peace and friendship. We are proud to host this unique theatrical piece, and invite you to the Millennium Monument Park between August 8 and August 25 to experience this event.

Johnson & Johnson Family Health Initiative

Since early 2007, the Johnson & Johnson Family Health Initiative, supported by our operating companies in China, has tapped the knowledge, expertise and resources of Johnson & Johnson and its partners to provide health information and training to consumers, healthcare professionals and other caregivers. The Family Health Initiative includes more than a dozen programs that address leukemia, pregnancy care, breast cancer screening, diabetes education, AIDS education for women, training for healthcare providers in China's western provinces, and other areas of healthcare.

Recently, the Family Health Initiative has partnered with Right To Play, an international organization that uses sport and play programs to improve health and life skills, and foster peace for children and communities around the world. The partners are introducing interactive education programs throughout China to foster healthier lifestyles and health habits among school-age children.

Supporting Olympic athletes and medical staff

Oral Care

Johnson & Johnson is supporting the International Olympic Committee athlete dental screening program by providing free oral care products, including REACH® toothbrushes and LISTERINE® mouth rinse, and educational materials for 1,600 athletes from underdeveloped countries.

Eye Care

The AchieveVision™ Program, created by The Vision Care Institute™, LLC, a Johnson & Johnson Company, is a state-of-the-art assessment helping Olympic athletes worldwide evaluate and optimize their visual skills. The program goes beyond a regular eye exam by assessing skills

that are essential to sport performance, such as contrast sensitivity, depth perception and peripheral awareness.

Medical Education and Products

Several Johnson & Johnson companies will support the Beijing 2008 Olympic Games Polyclinic, which helps keep athletes, coaches and other members of the Beijing 2008 Olympic Games Family healthy during Games-time. Johnson & Johnson will install diagnostic and sterilization equipment; supply over-the-counter and prescription medicines; provide sports medicine products; and offer health education. In addition, Johnson & Johnson companies around the world are donating a range of products to National Olympic Committees.

Medical Training

The Johnson & Johnson Beijing Science Center is recognized as an official medical services training center, helping 80 Chinese physicians and 2000 medical personnel prepare for the Games.


Celebrating acts of caring

Hearts of Gold

Created exclusively for the athletes of the Beijing 2008 Olympic Games in collaboration with international humanitarian organization Right To Play, the Hearts of Gold program is designed to inspire and enable athletes to live the values that define the Olympic Movement and to share them in a real, meaningful way. Johnson & Johnson is presenting each athlete with twin Chinese-themed bracelets—one to wear and one to share. Through the simple act of giving away the companion bracelet, every Olympian can say “thank you” to someone special who supported his or her journey to the Beijing 2008 Olympic Games. Olympians also can make a difference by participating in a medal grants program and a fundraising auction to benefit Right To Play, or applying for a three-month funded fellowship with the organization.

Caring Heart Contest

In August 2007, Johnson & Johnson launched a nationwide search across China to identify and reward 10 caring role models who better the lives of their families, friends and communities



in meaningful ways. In January 2008, Johnson & Johnson honored the winners of the Caring Heart Contest, nominated and selected by the public, with a ceremony in Beijing. They will be rewarded with a trip to the Beijing 2008 Olympic Games to continue their caring work by inspiring Games-time volunteers.

The Family Room

This multimedia experience, a collaboration of Johnson & Johnson, NBC Olympics and iVillage in the U.S.A., follows the five-month journey of eight athletes and their families as they prepare to qualify for the Beijing 2008 Olympic Games. The centerpiece of The Family Room Web site (www.iVillage.com/familyroom) is a series of weekly webisodes that offers viewers a compelling glimpse into the lives of U.S. Olympic hopefuls through their personal perspectives and those of the families surrounding and supporting them. The site also includes blogs, social networking, and forums through which visitors can learn more about the athletes and interact with one another.

For more information, please visit www.jnj.com.cn/olympics.