

**Siemens Spreads Message of Hope, Highlights the Promise of Research Through  
"The Baton Pass™" Campaign Benefiting "Stand Up To Cancer"**

*Siemens will donate up to \$1 million to Stand Up To Cancer to support accelerated cancer research*

*Join the Campaign at [Facebook.Com/TheBatonPass](https://www.facebook.com/TheBatonPass)*

Siemens, one of the world's leading engineers of medical imaging, laboratory diagnostics and healthcare IT solutions, is leading a campaign called "The Baton Pass™" that will raise funds for Stand Up To Cancer® (SU2C), a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, to support its innovative cancer research, designed to get new therapies to patients quickly.

"The Baton Pass" links the strong hope for survivorship for everyone facing a cancer diagnosis with the critical need to invest in research. The Baton will be passed at events across the country, touching the hands of patients, survivors, doctors, scientists, health care workers, families and anyone who has been affected by cancer, signifying how we are all united in the fight against this disease. The Baton includes a GPS tracking system that allows users of the Facebook app to follow the Baton's journey during the course of the campaign. Everyone can participate in the campaign by visiting [Facebook.Com/TheBatonPass](https://www.facebook.com/TheBatonPass), which hosts an app where users can virtually "pass" the baton in dedication of loved ones contending with cancer or whose lives were taken by it. The app also provides a simple way for individuals to make donations to Stand Up To Cancer.

Siemens is jump-starting the fundraising effort by donating one dollar to SU2C for every pass of the Baton -- physically and online -- up to \$1 million, from March 19 through September 5, 2014.

"Siemens shares Stand Up To Cancer's core belief that accelerating the pace at which scientific discoveries are translated to clinical settings is a vital component of the effort to save more lives from cancer," said Gregory Sorensen, MD, CEO, Siemens Healthcare North America. "Medical imaging and laboratory diagnostic technologies help make these scientific discoveries possible and enable doctors to save lives every day. Siemens Healthcare is proud to engage the public in supporting the SU2C Dream Team researchers through this grassroots campaign."

"Every hour, nearly 200 Americans are told they have cancer," said Lisa Paulsen, SU2C co-founder and president & CEO of the Entertainment Industry Foundation (EIF). "The next thing they hope to hear is 'you will survive.' We are so thankful to Siemens for supporting SU2C's goal of making everyone diagnosed with cancer a survivor. Monies raised through "The Baton Pass" will fund SU2C's fight against this terrible disease."

**About Siemens**

Siemens Corporation is a U.S. subsidiary of Siemens AG, a global powerhouse in electronics and electrical engineering, operating in the industry, energy, healthcare, and infrastructure & cities sectors. Siemens in the USA employs approximately 60,000 people throughout all 50 states and Puerto Rico. The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, healthcare information technology and hearing aids. Siemens has long believed that imaging technology plays a key role in advancing cancer research. We have seen firsthand the power of an early and accurate diagnosis. Our diagnostic technologies have made it possible to detect cancer in some of its earliest and most treatable stages, sometimes before a patient even experiences symptoms.

**About Stand Up To Cancer**

Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, was established in 2008 by film and media leaders who utilize the industry's resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about progress being made in the fight against the disease. As SU2C's scientific partner, the American Association for Cancer Research (AACR) and a Scientific Advisory Committee led by Nobel Laureate Phillip A. Sharp, Ph.D., conduct rigorous, competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and provide expert review of research progress.