



Contacts: Melissa Kahaly  
FD  
(212) 850-5709

**FOR IMMEDIATE RELEASE**

**DUANE READE OPENS DIABETES RESOURCE CENTER IN BROOKLYN**

*~ New York's Leading Drug Store opens second center to better serve its Community ~*

**New York, NY, November 27, 2007**– Duane Reade Holdings, Inc., the leading drug store chain in the New York metropolitan area, today announced the opening of a second Diabetes Resource Center. Like Duane Reade's flagship Diabetes Resource Center located in Manhattan, the new Brooklyn center is a free training and educational facility designed to assist individuals and their families in managing diabetes.

The new Diabetes Resource Center in Brooklyn is located within the Duane Reade store at 436 86<sup>th</sup> Street (between 4<sup>th</sup> Avenue and 5<sup>th</sup> Avenue) in Bay Ridge. Duane Reade chose to expand their services to this borough, in part, because Brooklyn had the second highest number of diabetes claims to Duane Reade pharmacies' after Manhattan.

"We have received enormous positive feedback from those who have taken advantage of the services provided by our flagship Diabetes Resource Center in Manhattan, and are very pleased to provide this resource to the Brooklyn community," said Kaliroi Brodin, BSc, PharmD, RPh, Duane Reade's Director of Health and Wellness Services. "The opening of this center is another important step forward in the Company's goal of being a health and wellness destination for New Yorkers."

In addition, Xiomara Wallace has joined Duane Reade as the Project Manager of Health and Wellness Services and will work closely with Dr. Kaliroi Brodin in developing and implementing core programs for the Diabetes Resource Center.

The Diabetes Resource Center and its services, managed by licensed pharmacists and certified diabetes educators, are open to the public and are free of charge. Participants need not be Duane Reade customers to make use of the centers offerings, which includes classes to educate New Yorkers and their families about diabetes. Classes are conveniently scheduled and are administered in five two-hour sessions for the duration of a five week period . These classes aim to cultivate knowledge about diabetes so that patients may better take charge of their health. Registration is required.

The flagship Diabetes Resource Center, which is located in the Duane Reade store at 1889 Broadway (between 62<sup>nd</sup> St. and 63<sup>rd</sup> St.), was established in February 2007 as the Company recognized the need to provide services to the approximately 700,000 New Yorkers affected by Diabetes.<sup>1</sup> The center offers scheduled appointments as well as walk-in services, personal consultation and training, diabetes risk assessments, and an on-site reference library.

For more information on the Diabetes Resource Center or to sign up for an educational class, patients should call 1-866-913-8486/1-212-586-0354 or e-mail [brodink@duanereade.com](mailto:brodink@duanereade.com).

**About Duane Reade**

Founded in 1960, Duane Reade is the largest drug store chain in the metropolitan New York City area, offering a wide variety of prescription and over-the-counter drugs, health and beauty care items, cosmetics, greeting cards, photo supplies and photofinishing. As of September 29, 2007, the Company operated 241 stores.

<sup>1</sup> <http://www.nyc.gov/html/doh/html/diabetes/diabetes.shtml>

###