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Johnson & Johnson Unveils Olympic Games Pavilion Featuring Authentic Qin Shi Huang Terracotta Warrior Exhibit

Pavilion's Caring World Experience Features High Tech, Interactive Exhibits

August 6, 2008, Beijing – Johnson & Johnson, Worldwide Partner of the International Olympic Committee and Official Partner of the Beijing 2008 Olympic and Paralympic Games, today unveiled its Olympic Games Pavilion on the Olympic Green. As part of the Pavilion's *Caring World* exhibition, which illustrates the company's commitment to caring and creating a healthier society throughout the world, Johnson & Johnson offers visitors to the Beijing 2008 Olympic Games the chance to experience a rare exhibit of authentic Qin Shi Huang Terracotta Warriors.

The Johnson & Johnson Olympic Games Pavilion and the *Caring World* exhibit will be open to visitors to the Olympic green from Saturday, August 9, through Saturday, August 23, from 9 a.m. until 10 p.m.

The *Caring World* features a series of eight high-tech, interactive exhibits that demonstrate how the Company celebrates the spirit of caring to create a healthier world. From the "Our Aspirations" exhibit where individuals share stories, reflections and memories about giving and receiving care in their lives, to the "Global Challenges" exhibit that depicts how Johnson & Johnson engages in major global health challenges on many fronts, to the "Vital Technologies" installation that shows how medical technology can restore the joys of life, the Pavilion experience conveys how caring for others makes life more meaningful.

The culmination of the Pavilion experience is the Qin Shi Huang Terracotta Warrior exhibit, which exemplifies the Company's commitment to the community. In celebration of the long partnership between Johnson & Johnson and China's Qin Shi Huang Terracotta Army Museum to protect and preserve these precious relics, five authentic Qin Shi Huang Terracotta soldiers will be on display at the Olympic Games Pavilion: a standing archer, a kneeling archer, two officers and one fragmented warrior.

"Johnson & Johnson has long been guided by the value of caring for the health and well being of people and communities around the world, and the interactive *Caring World* exhibit is both our tribute to the people whose everyday acts of kindness make our world a more caring place and a compelling look at the future of health care." said William C. Weldon, Chairman of the Board and Chief Executive Officer of Johnson & Johnson. "Our exhibit also presents five authentic Qin Shi Huang Terracotta Warriors and tells the story of an important collaboration between Johnson & Johnson the Qin Shi Huang Terracotta Army museum."

When several strains of fungi began to affect the Terracotta Army in the late 1990s, Xian-Janssen Pharmaceuticals Ltd. (XJP) and Janssen Pharmaceutica in Belgium, both Johnson & Johnson companies, quickly began working with Museum scientists to establish an on-site laboratory for fungal research and to develop the scientists' capabilities with anti-fungal solutions. The companies also worked closely with Museum scientists to customize the company's anti-fungal solutions to help preserve the relics.

Tu Mingde, Assistant to the President of BOCOG said "With China on the world's stage during these historic Olympic Games, we applaud the efforts of Johnson & Johnson and the Qin Shi Huang Terracotta Army Museum to exhibit one of our country's greatest treasures on the Olympic Green. Visitors from China and around the world will view these treasured relics, a symbol of China's rich history. This exhibit will be one of the cultural highlights of the Olympiad."

"The Qin Shi Huang Terracotta Army Museum is proud to join our partner Johnson & Johnson and the Beijing Organizing Committee for the Olympic Games of the XXIX Olympiad to celebrate this unique opportunity to bring the Terracotta Warriors to Beijing and share them with the world," said Wu Yongqi, Curator of the Qin Shi Huang Terracotta Army Museum.

The Johnson & Johnson Olympic Games Pavilion is a striking, 25,000-square-foot steel and glass venue that employs an innovative, environmentally-responsible design. The eco-friendly building's passive cooling system includes more than 4,000 stalks of bamboo planted around the structure and on its roof. The bamboo, along with additional landscaping and water features, will help cool the site while creating a lush, relaxing oasis for guests in the heart of the Olympic green.

The inspiration behind the *Caring World* experience is also evident in other Johnson & Johnson Olympic Games programs:

- Also in celebration of its partnership with the Terracotta Army museum, Johnson & Johnson will present a one-of-a-kind cultural experience at the Millennium Monument Park Live Site. A dramatic performance featuring giant marionettes – up to 22 feet tall -- will tell a beautiful, timeless tale of a Terracotta Warrior and a young Chinese girl. Entitled "The Warrior and The Girl," the story illustrates the importance of caring, kindness and friendship while contrasting the ancient with the modern, wisdom with innocence. Four performances will take place daily from August 9 – 24 at 4 p.m., 5:05 p.m., 6:10 p.m. and 7:35 p.m.
- Johnson & Johnson Hearts of Gold was 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. Olympians can make a difference by applying for a three-month funded fellowship, participating in a medal grants program, or donating to a fundraising auction that all benefits the organization.

- Several Johnson & Johnson companies will support the Beijing 2008 Olympic Games Polyclinic, which helps keep athletes, coaches, and other members of the Olympic Family healthy during the games. Johnson & Johnson will support the athlete dental screening program and provide state-of-the-art eye exams to evaluate and optimize athletes' visual skills. Johnson & Johnson will also install diagnostic and sterilization equipment; supply over-the-counter and prescription medicines; provide sports medicine products; and offer health education.

William C. Weldon, Chairman of the Board and Chief Executive Officer of Johnson & Johnson led the program at today's unveiling which included a ceremonial ribbon-cutting and a tour of the exhibit for dignitaries and the media. Weldon was joined by BOCOG Assistant to the President Tu Mingde, IOC Director of Television and Marketing Services Timo Lumme, Shaanxi Cultural Heritage Bureau Vice Director Guo Xianzeng and Qin Shi Huang Terracotta Army Museum Curator Wu Yongqi. Olympic gold medalists Gao Min of China and Dominique Dawes of the United States, ambassadors for Johnson & Johnson's Hearts of Gold program, also participated in the ceremonies.

About Johnson & Johnson

Caring for the world ... one person at a time, inspires and unites the people of Johnson & Johnson. We embrace research and science -- bringing innovative ideas, products and services to advance the health and well-being of people. Our 120,200 employees at more than 250 Johnson & Johnson companies work with partners in health care to touch the lives of over a billion people every day, throughout the world. Johnson & Johnson is an Official Partner of the Beijing 2008 Olympic and Paralympic Games, a Worldwide Partner of the International Olympic Committee, and a Proud Partner of the United States Olympic Committee and the U.S. Olympic Team.

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