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**HCA KICKS OFF 2009 “CARING FOR THE COMMUNITY” CAMPAIGN**

*Nashville Mayor Karl Dean, HCA CEO Richard Bracken, 125 Middle Tennessee Agencies and more than 1,000 HCA Employees Attend Start of HCA’s Annual Employee Giving Campaign*

**Nashville, Tenn., August 26, 2009** – HCA today announced the start of its annual “Caring for the Community” campaign as Nashville Mayor Karl Dean, HCA CEO Richard Bracken, 125 not-for-profit agencies and more than 1,000 HCA employees attended the 2009 kickoff event for the corporate office’s employee giving campaign this morning in Centennial Park.

Last year, HCA and its corporate office employees contributed more than \$2.3 million during the “Caring for the Community” campaign.

“HCA’s ‘Caring for the Community’ campaign is an extension of our company’s mission and reflects a culture of kindness and compassion established by Dr. Frist Jr., Dr. Frist Sr. and Jack Massey 41 years ago,” said Bracken. “We appreciate the service of the people represented by the many Middle Tennessee agencies here today, who, like our caregivers across the country, give so much of themselves to improve the lives of others.”

The theme for this year’s approximately five-week campaign, which concludes on October 1, is “Tune in to Music City.” It will include two “HCA Community Days” on September 15 and September 24, during which nearly 1,600 HCA employees will volunteer more than 9,400 hours of company time, representing an in-kind contribution of nearly \$200,000, to work on 108 projects at agencies throughout Middle Tennessee. Today’s kickoff event included an agency fair to give employees an opportunity to learn about several Middle Tennessee not-for-profit organizations.

“We understand that many Middle Tennessee agencies are challenged to meet increased demand for the services they provide to so many people during this slow economic period,” said Bruce Moore, President of HCA’s Outpatient Services Group and this year’s Leadership Campaign Chair. “That’s why this year’s campaign is so important. We are excited about the opportunity to continue the HCA tradition of caring for people by supporting the agencies who serve our community.”

To increase the impact of HCA employees’ contributions, HCA provides a matching contribution. This year, to help agencies meet the new level of need, HCA announced the “HCA Community Stimulus.” This change increases HCA’s matching portion from up to \$500 last year to up to \$750 when employees contribute at their match levels.

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