

New Study Links dLife to Increased Rx Drug Usage Among Diabetes Consumers

WESTPORT, Conn., March 3, 2010 -- A new study analyzing patient-level prescription data clearly demonstrates that dLife consumers take immediate and deeper action in treating their diabetes and co-morbid conditions after becoming engaged with dLife. The study also confirms that dLife users test their blood sugar and take medications at a higher rate than non-dLife users.

In the study conducted by Crossix Solutions, Inc. ("Crossix"), the Rx purchasing habits of dLife members were analyzed prior to and after engaging with dLife. In the period immediately following their engagement, as compared to the general population, more dLife diabetes consumers:

- Begin Rx treatment for diabetes (+1600%)
- Add insulin to their current treatment (+125%)
- Switch from generic meds to branded (+50%)
- Start test strip use (+700%)
- Start on cholesterol (+160%) and high blood pressure meds (+150%)

Also, dLife diabetes consumers have higher adherence with their Rx purchase behavior demonstrating higher utilization of insulin (+9%) and test strip usage (+21%) in the post-engagement period.

"We have repeatedly found through our A&U studies over the years that dLife both attracts active health managers and also creates them. And now we have the 3rd party Rx data to support it," says Howard Steinberg, CEO & Founder of dLife. "There are so many who know they should be doing more but until they find dLife they don't know how to get there or can't find the motivation to start. Across our media, everyone can find information they understand and enjoy, educational tools that truly help them learn, and inspiration from others to make lasting changes in their daily diabetes routine. More aggressive therapeutic management of diabetes and co-morbid conditions is often as simple as lifestyle adjustments."

dLife, the only multimedia network serving the diabetes community, touches over 5 million active diabetes managers through the award-winning television show, *dLifeTV*, the only lifestyle TV series for people with diabetes, and dLife.com, attracting 1 million diabetes visitors every month making it the leading online destination for diabetes information, inspiration, and connection.

About dLife

dLife is the only multimedia network serving the diabetes community. Its award-winning multimedia outlets include dLifeTV, the only lifestyle TV series for people with diabetes, airing every Sunday on CNBC at 7:00PM ET and 4:00PM PT. dLife.com, with over 80,000 pages of superior content, 9,000 diabetic recipes, and over 400 videos is the leading online destination for diabetes information, inspiration, and connection. The dLife network also includes dLifeRadio, featuring the dLife Diabetes Minute, heard on stations around the country and on XM Satellite Radio; dLifeDirect, the only diabetes cooperative direct-mail program; professional programs; and more.

About Crossix

Crossix Solutions, Inc. was founded in 2004 by a team that combines pharmaceutical and marketing experience with technology and analytical expertise. Their patent-pending, privacy-safe Crossix Scoreboard™ utilizes patient level Rx data from a proprietary network of pharmacies, PBMs and other healthcare organizations to analyze and optimize the impact of consumer marketing and patient adherence programs.