



Contact: Mary Anglade
anglade@dlife.com; (203) 221-3443

FOR IMMEDIATE RELEASE:

dLife Announces Release of 'dLife Diabetes Companion' Comprehensive Mobile App

WESTPORT, Conn., May 3, 2010 -- dLife, the only multi-media company serving the diabetes community, announced the release of **dLife Diabetes Companion**, the definitive on-the-go diabetes resource for Apple® iPhone™ and iPod™ touch users. Offering the only all-in-one solution for people living with diabetes and their caregivers, this app is the ultimate diabetes lifestyle partner, delivering complete mobile resources to manage diabetes any time any place.

dLife Diabetes Companion offers access to the same award-winning features of dLife.com: the largest diabetes-friendly recipe database, nutritional analysis of prepared foods or individual foods, broadcast quality videos from *dLifeTV* and thousands of expert questions and answers. And importantly, it gives users the ability to log and track their blood glucose levels and get a 360-degree view of their diabetes management.

"This is by far the greatest diabetes app out there," declares Gary Hall Jr., ten-time Olympic gold medal winner in swimming. "Very elegant design and extremely easy to use. It's packed with the things I need to manage 24/7, anywhere, any time. I just wish I could take it in the pool with me!"

dLife Diabetes Companion allows users to:

- **Manage** – Log and track blood glucose levels with color coded results to help identify high and low ranges over time.
- **Eat** – Find over 9,000 healthy and flavorful recipes and 25,000 foods with full nutritional analysis for a healthy diabetes diet.
- **Solve** – Find expert and community answers to over 4,000 diabetes questions.
- **Watch** – View over 400 *dLifeTV* videos – with health experts, cooking demos, plus Real People Real Stories.

dLife Diabetes Companion is available on the iTunes App Store for both the iPhone™ and iPod™ for just 99 cents. It is dLife's first release, and apps will be released for other mobile platforms in the future. For a download, go to www.dlife.com/diabetes-companion, and for more information about dLife and dLife Diabetes Companion, please visit www.dLife.com/iphone.

About dLife - For Your Diabetes Life

dLife is the only multimedia network serving the diabetes community. Its award-winning media outlets include *dLifeTV*, the only lifestyle TV series for people with diabetes, airing every Sunday on CNBC (7 p.m. ET, 4 p.m. PT); dLife.com, the leading online destination for diabetes information, inspiration, and connection, featuring more than 9,000 recipes, 400 videos, and 80,000 pages of content; and other consumer and professional programs to inform, inspire and connect people with diabetes and those who care for them every day.