

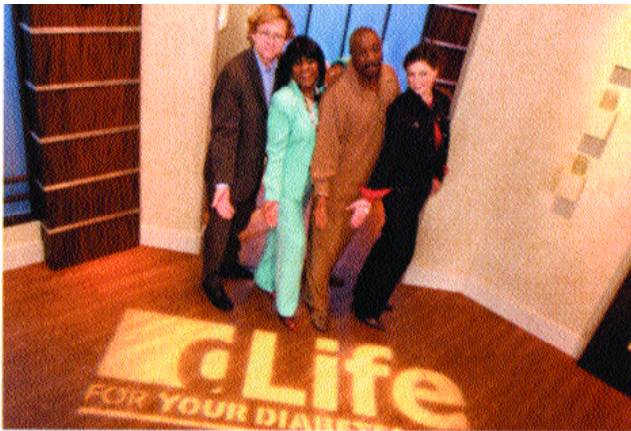
BRANDWEEK

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Tool of the Trade

Sandra O'Loughlin



Turn on, tune in: dLife TV entertains and informs the diabetic community each week.

dLifeTV: Sweet Deal For Diabetic Viewers

Life has gotten a little sweeter for the 18 million Americans who live with diabetes, thanks to dLife.

The weekly show, which launched earlier this month on CNBC, is part of an integrated effort that includes educational tips and vignettes via dLifeRadio; dLifeConnect, a newsletter that reaches more than 2.5 million; local events; and a Web site,

www.dLife.com. The entities were created to inspire, inform and connect people whose lives are affected by diabetes.

The program is the brainchild of Howard Steinberg, founder and CEO of dLife, a division of LifeMed Marketing. Diagnosed with type 1 diabetes at age 10, Steinberg is also the founder of Source Marketing, a promotional firm based in Westport, Conn.

dLifeTV is hosted by Nicole Johnson Baker, a former Miss America and author who has type 1 diabetes; radio and TV personality Mother Love (type 2); actor Jim Turner (type 1); and comedian J. Anthony Brown (type 2). Medical journalist Dr. Bob Amot serves as a contributor.

The program features celebrities and sports figures who live with diabetes, such as Olympic gold medalist Gary Hall, Jr. Business advisors include Tom Rogers, vice chairman of TiVo and former CEO of Primedia & NBC Cable Networks; movie producer Jerry Zucker; and former MSNBC president Erik Sorensen, who is producing *dLifeTV*.

Atkins Nutritional, Becton Dickinson, Beiersdorf, Colgate and Novo Nordisk are inaugural advertisers. —Sandra O'Loughlin

Program: dLifeTV

Marketer: LifeMed, Westport, Conn.

Key player: Howard Steinberg, CEO