

# BUSINESS WEEK

MARCH 28, 2005

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## MEDIA WATCH

### TONIGHT'S SPECIAL GUEST DIABETIC...

**TV NEWS** programs often run segments on diseases such as AIDS. But now a weekly show on **CNBC** will be devoted to a disease: diabetes. **dLife Media** is producing *dLife*, a 30-minute show on Sundays at 7 p.m. starting on Mar. 20.

Some 15 million Americans have diabetes, with diagnoses growing about 10% a year. The key to getting a disease its own show, says *dLife* CEO Howard Steinberg, a diabetic, is advertisers with tangential interest. Diabetics have special



skin, oral-care, and dietary needs. **Colgate-Palmolive** (oral care), **Atkins Nutritional** (low-carb food), **Beiersdorf** (skincare), **Becton Dickinson**, and **Novo Nordisk** (diabetes supplies and drugs) are sponsors.

The show's hosts all have diabetes. Besides news, features, and interviews, Steinberg says celebrity guests will "come out" as diabetics on the show.

—David Kiley

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