



The Only Show For People With Diabetes

- ✓ 100% engaged diabetic audience and content
- ✓ National 100% cable household reach
- ✓ Superior ad attentiveness and involvement*
- ✓ Demonstrated ROI*
- ✓ Fast paced, practical lifestyle content — experts, real people, cooking and much more

Distribution

- CNBC, Sundays 7:00-7:30pm (ET)

Additional Distribution:

- CNBC World, Canada and Latin America
- HealthiNation VOD
- The Patient Channel in-hospital patient rooms in 1,600 hospitals
- Healthy Living Network in 2,000 hospital waiting rooms
- Diabetes Health Network (Endo. waiting rooms)
- Retirement Living TV (13mm adults 50+)
- Sirius satellite
- TiVoCast



Winner of twenty-two Telly Awards

High Diabetes Viewership

- 2.9 rating and 7.0 share*
- Approximately 625,000 viewers per week*
- 1.37 viewers per household*
- TiVo StopWatch study = 2x rate of ad viewing**

Sponsor Opportunities

- Advertising spots of variable length
- Segment sponsorships
- Content integration
- Spot creation

* Nielsen coincidental 2009 average

** 2009 TiVo Stop Watch Study: Commercial Viewing Rates

- dLife Live: 97% watch all ads
- dLife Time Shifted: 82% watch all ads
- TiVo Industry Average (blended live & time shifted): 40-50% watch all ads



The #1 Independent Website Serving the Diabetes Community

- ✓ Greatest reach and quality audience in diabetes competitive set*
 - #1 in unique visitors
 - #1 in page views per visit
 - #1 in repeat usage
 - #1 in time spent
- ✓ Monthly visitors = 1,000,000+
- ✓ Over 70,000 pages of superior, original, lifestyle content
- ✓ Over 400 videos and 9,000+ recipes
- ✓ Q&A – 24/7 direct on-site response from 17 experts plus community members
- ✓ Community interaction — 19 active forums
- ✓ Leading columnists, bloggers and contributors
- ✓ Supported by all dLife media and marketing
- ✓ Rich and diverse sponsor options

* comScore Competitive Benchmarking Study: Omniture



Best Health
Condition Website



Best Health Website



Best Healthcare Website



Gold Winner for Best Health/
Healthcare Content



21 National Health
Information Awards

dLife eNewsletters

Two Weekly Newsletters Jam Packed with Practical Lifestyle Content



Highly engaged opt-in readers

- ✓ Two weekly newsletters — dLife Foodstuff and dLife dBrief
- ✓ Over 500,000 weekly circ
- ✓ Ads, sponsorships and solo options
- ✓ Supported by the dLife media network



Best Health Condition Website



Best Health Website



Best Healthcare Website



Gold Winner for Best Health/Healthcare Content

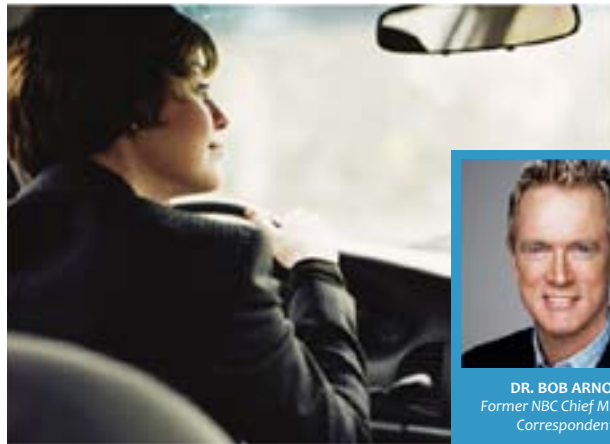


21 National Health Information Awards

Inform. Inspire. Connect.



A Customized Radio Network Reaching Millions Living with Diabetes



DR. BOB ARNOT
Former NBC Chief Medical
Correspondent

Custom Advertorial One Minute Vignettes

- ✓ Priority placement in popular health, news, and talk
- ✓ dLife brand and content pulls diabetes audience attention
- ✓ Includes talent, advertorial creative and production

Audience Coverage

- More than 170 markets nationwide
- More than 500 stations
- 96% US coverage
- Daypart: W-F 6 am-11 pm Eastern
 - XM Satellite — 100 unsponsored dLife content spots/day

Program Content

- “The dLife Diabetes Minute” — :60 vignette
- Narrated by dLife medical expert Dr. Bob Arnot
- Editorial lead-in pulls diabetes audience interest, includes facts, tips, and inspirational stories
- NO client radio spot required

Sponsor Opportunities

- Customizable message integration
- Drive to sponsor website, 800#, retailer, or online
- Creation of custom web landing page

- Bi-weekly eNewsletter to 15,000 opt-in educators
- Topical information on successful diabetes treatment practices



MyDiabetesEducator.org (MyDE)



- 1,800 individual educator sites pre-built for high volume practices

Educator Resource & Community Center (ERCC)

- dLife.com section for educators with teaching tools and practical resources

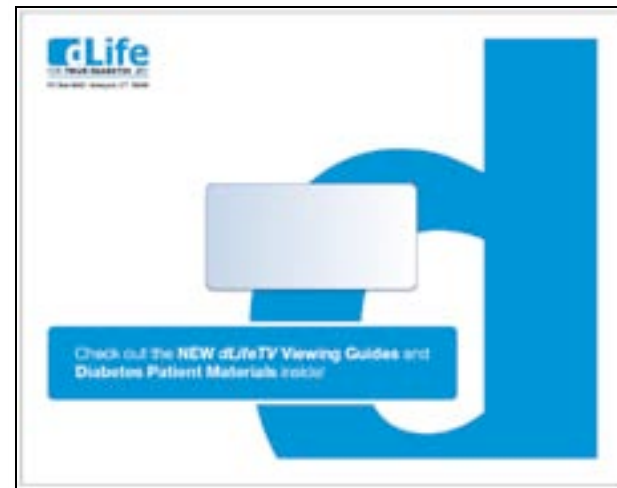


- ✓ Banner Sponsorship in 6 total eNewsletters during the quarter
- ✓ Banner presence throughout ERCC and MYDE as Added value (300x250 and 160x600)
- ✓ dLife will host professional materials and tools on ERCC for Educators to download

dLife Educator

Physical Mailing

The more cost effective “detailing” channel to highly engaged professionals



- ✓ Physical shipment to 9,000 educators
- ✓ Delivered in partnership with dLife materials
- ✓ Can include branded teaching materials, samples, other patient pass-alongs

dLife Educator

Mail & Online Network

Reach the Most Engaged, High Patient Load Practitioners in a Highly Trusted Context

Physical mail – solo sponsorship



- Physical shipment to 9,000 DEs
- Delivered in partnership with dLife materials
- Exclusive sponsorship
- Can include branded teaching materials for DEs along with patient pass-alongs

dLife Educator Update eNewsletter



- Bi-weekly eNewsletter to 15,000 opt-in educators
- Sponsorship includes banner ads in eNewsletters over three months

Presence throughout digital educator network



- As added value...
- Three month banner presence in DE-only content area on dLife.com for teaching and practical resources
- Additional banners throughout network of 1,800 individual DE sites powered by dLife

Pharmacist Point of Care dLife Retail– Print Option



With us, it's personal.

Rite Aid - dLife co-branded Magazine

- dLifeConnect distributed via Pharmacist-delivered “gift box” to those filling new diabetes prescriptions.
- Full page (digest) print ad options available in two 6 mth production cycles (March – Aug. and Sept. – Feb. 2013)
- 1.1 MM total circ across 4700 Rite Aid locations in 31 states
- Pharmacist “Gift Box” includes additional diabetes info/savings on Rite Aid store brand items



- ✓ Leverage dLife partnership with key retailers
- ✓ Capitalize on dLife's brand, content, media and promotion assets for special events
- ✓ Enhanced presence and value in-store at point-of-purchase

Overview

dLife partners with sponsors to create retail events that build business at specific chains including:

- Diabetes program concept and design

dLife Media Support

- TV
- Web
- Direct Mail
- Radio

dLife Promotional Assets

- Sweepstakes
- Premiums
- Special offers
- Content

WAL★MART®



Walgreens

CVS
pharmacy



dLife works with health plans, employers, PBMs and disease management companies to build customized programs that enable higher levels of engagement, improved diabetes self management and positive outcome.

- Accessible
- Involving
- Practical
- Relevant to me, when I need it

Utilizing online and mobile channels combined with offline promotion, dLife can effect improvement in much larger populations at substantially lower costs than traditional disease management.

The dLife Personal Management Solution



dLife Lead Generation

Leading Performance-Driven Diabetes Marketing Platform

Leveraging the dLife multi-media network to connect interested and qualified diabetes consumers with relevant marketing and promotional offers

- ✓ Largest Diabetes Community & Network
- ✓ Over 1 million Registered Pre-Profiled Diabetes Members
- ✓ More than 1 million monthly visitors
- ✓ Actively Managing Co-Morbid Conditions



100% Qualified Leads Delivered

- dLife pinpoints your key target in our registration process and member database and presents a special offer from your brand to generate qualified leads
- Opportunity to capture additional information specific to branded offer from qualifying prospects
- Qualified, opt-in leads are securely delivered to sponsor for offer fulfillment and branded interaction
- Reaching active healthcare managers precisely when they are looking for diabetes and related healthcare information



Qualified Lead



Highest Quality & Engagement

- Reaching active health seekers who have demonstrated higher prevalence of trial after engagement with dLife
- Delivering measurable results on a risk free pay-for-performance basis

Successful Proven Results in Multiple Categories

- Pharmaceuticals
- Devices
- Consumer Packaged Goods
- Trials and Research

dLife Mobile

dLife Diabetes Companion

Manage Your Diabetes On-The-Go

Your Ultimate Diabetes Lifestyle Manager and Tracker

Track blood glucose levels, find diabetes friendly recipes, watch videos from *dLifeTV*, and get expert answers to your diabetes questions.

MANAGE
Log and track blood glucose levels and get a 360° view of your diabetes management.



EAT
Find over 9,000 recipes and 25,000 foods with full nutritional analysis for your diabetes diet.



Q&A
Find expert and community answers to over 4,000 diabetes questions.



WATCH
Over 400 *dLifeTV* videos — experts, cooking demos, plus real people real stories.





Available on the **App Store**

Need Help?
[Click here.](#)

 **DOWNLOAD**

Inform. Inspire. Connect.

dLife™