



dLife Press Contact:  
Mary Barbato  
203.221.3443  
barbato@dlife.com

### **dLIFE FOUNDER ANNOUNCES TRANSITION**

**WESTPORT, Conn., January 18, 2012** – dLife Founder and CEO, [Howard Steinberg](#) announced to the company this week that he will be stepping down as CEO at month's end. Steinberg will be turning the day-to-day business operations over to a veteran management team and [Dr. Ron Geraty](#), who recently joined dLife as Board Chairman, until a CEO is named. Steinberg remains on the dLife (LifeMed Media) Board.

"I've always believed it is important to recognize when you need to get out of the way for the benefit of a larger vision and your own personal growth," said Steinberg. "I've been in a sprint for over eight years and have spent the past few months wrestling with the concept of letting go of the reins and slowing down. While it's been a tough decision, this will allow me to concentrate a little more on myself, my family, and on the part of the business that I most enjoy and am most passionate about: creating solutions that help people live a better life with diabetes. I am so fortunate to be surrounded by an incredibly talented and dedicated team, many of whom have been with dLife from its earliest incarnation, as well as the support of Board leadership that is committed to the dLife mission".

Geraty commented on the change: "Howard's incredible passion, his innovative vision, and his relentless drive have been central to establishing the dLife platform that has positively affected the lives of millions. dLife will continue in the mission to creatively empower and engage the diabetes community in better self-care. We look forward to Howard continuing to provide leadership in vision while turning over day-to-day operations to others."

#### **About dLife — It's YOUR Diabetes Life**

dLife is the number-one community network and resource for millions of people with diabetes, their caregivers, and healthcare providers. dLife engages this growing population in positive and proactive self-care across a variety of media channels. Its award-winning outlets include [dLife.com](#), the leading online diabetes destination, attracting over one million unique visitors each month and featuring the widest and deepest variety of original content and resources anywhere; [dLifeTV](#), the only TV series dedicated to people with diabetes, with almost half a million viewers, airing every Sunday on CNBC (7 p.m. ET); popular mobile applications; as well as other consumer and professional programs driving proactive diabetes self-management. dLife has been recognized with numerous media and editorial awards.

**dLife Healthcare Solutions** applies evidence-based content and technology solutions built specifically for health plans and healthcare providers who want to engage their diabetes populations as consumers of their own healthcare and owners of their own condition. dLife has demonstrated positive and direct impact on health outcomes via a recently completed randomized trial performed by the Geisinger Healthcare System.

Join dLife on [Facebook](#) or follow dLife on [Twitter](#).