

dLife Delivers Diabetes Empowerment at 2011 Essence Music Festival

Joins Walmart and Johnson & Johnson to Present a Special Health and Wellness Stage
in New Orleans to Attack a Leading Killer in the African American Community

WESTPORT, Conn., July 5, 2011 — Diabetes is a killing disease in the African American community, but a disease that may be controlled," according to James R. Gavin III, MD, chair of the American Diabetes Association's African-American Program. At the Essence Music Festival in New Orleans over the July Fourth holiday weekend, one of the largest African-American entertainment festivals, dLife was there to engage, empower and enable attendees to gain control over this epidemic with a special mix of entertainment, education and diabetes screenings on the festival's Health and Wellness Stage. Over 422,000 fans watched some of the biggest names in R&B perform at the New Orleans Superdome at night, and dLife was there to spread its message of diabetes empowerment to attendees during the day at the Essence Marketplace.

In partnership with Walmart (NYSE: WMT) and Johnson & Johnson (NYSE: JNJ), dLife hosted a Health and Wellness Stage filled with celebrity guests, nutritionists, athletes, fitness instructors and leading physicians who offered a combination of entertainment, fun and practical diabetes education to help inspire a healthier, culturally-relevant lifestyle. dLife also provided onsite blood glucose screenings, testing 1,248 people in its dLife "Test Don't Guess" testing station. A team of Walmart pharmacists and dLife certified diabetes educators were on hand to provide appropriate counsel to those who found they had unexpectedly high blood sugars.

Celebrity guests along with diabetes experts in the African American diabetes community included singer Patti LaBelle, talk show host and comedian J. Anthony Brown, dLife host Mother Love, and former NFL lineman Kendall Simmons.

Howard Steinberg, founder and CEO of dLife, said, "It was an honor for us to be on the ground with Walmart and Johnson & Johnson at The Essence Music Festival connecting one-on-one to drive direct impact among the African American community which is so disproportionately ravaged by diabetes. The festival's environment was ideal to engage and inspire participants to take control of their own or their loved one's diabetes."

Cynthia, a dLife member who attended the event, tweeted, "Thank you dLife for a fabulous talk at the Essence Festival Saturday morning. Mother Love and J. Anthony Brown were wonderful hosts. I feel better now knowing how to take care of myself."

For more information about dLife's involvement with the Essence Music Festival, please visit, www.dlife.com/essence.

About dLife — For Your Diabetes Life

dLife is the leading multimedia source for the burgeoning diabetes population. With over

one million unique monthly visitors to dLife.com, over one million registered members, and nearly half a million viewers tuning in weekly to [dLifeTV](#) (CNBC 7PM ET, 4PM PT) dLife is widely recognized for its innovative and pragmatic approach to informing, inspiring and engaging people living with diabetes in better 24/7 self-care. For more information, visit www.dLife.com.