



“What is diabetes” — dLife.com Featured on *Jeopardy!*

WESTPORT, Conn., May 18, 2011 — dLife was pleasantly surprised and honored to be featured as a question for the iconic show *Jeopardy!* On Tuesday, May 17, *Jeopardy!* featured a question about dLife.com as a clue for the answer, “diabetes” — affirming dLife’s arrival into pop culture and recognizing dLife as a valued authority in the diabetes community.

With some 17 million viewers daily, *Jeopardy!* has been the second-highest rated series in syndication for 79 consecutive Nielsen sweeps periods. The show has a decades-long broadcast history in the United States since its creation in 1964.

For more information about dLife services, please go to www.dLife.com. To set up an interview with one of our diabetes educators or experts, please contact Sue Ennis at ennis@dlife.com or 203-221-3443.

About dLife — For Your Diabetes Life!

dLife is the leading multi-media 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 7 p.m. ET, 4 p.m. 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.