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## **dLIFE INTRODUCES THREE SENIOR EXECUTIVES TO HELP LEAD GROWTH**

### **FOR IMMEDIATE RELEASE**

WESTPORT, Conn., July 26, 2011 – dLife, a LifeMed Media company, is poised for continued growth with the addition of three key executives to round out the senior management team: Chief Digital Product Officer, Joe Beatrice; CFO, Todd Colwell; and SVP, Sponsor Management, Peter Green.

Since its inception in 2005, dLife has built a one-of-a-kind trusted and ubiquitous brand leveraging multi-media channels to become the “go to” resource for millions of people with diabetes and those who care for them. Looking ahead, dLife is establishing a new paradigm in diabetes self-care, filling the gap in episodic clinical care, by directly engaging and enabling the diabetes consumer in their own self-management. These additions to the senior leadership team ensure dLife is even more strongly positioned for sustained growth in e-health.

**Joe Beatrice, Chief Digital Product Officer**, brings over 20 years experience leading the development of innovative solutions that address strategic business goals across multiple industries from healthcare to media. As founder and CEO of Blue Dingo Digital, a digital agency providing business consulting, online marketing and application development, Joe created customer-centric web-based applications and marketing programs and delivered Tremor.com, the online social network for Proctor & Gamble that is regarded as the best practice model for advocacy and viral marketing. Past experience includes work with clients such as Volvo North America, Colgate-Palmolive, Gerber Products Company, LG Mobile, Nickelodeon, American Heart Association, Jose Cuervo Tequilas, and A&E Television Networks. Joe is especially knowledgeable and passionate about diabetes, having raised his daughter who has type 1 diabetes for the past 21 years.

**Todd Colwell, CFO**, brings over 20 years of financial management experience in technology driven companies and building and investing in venture and private equity based business. He most recently headed finance and operations as CFO of DFA Capital Management, Inc., an enterprise software and professional services company, which provided extensive analytics to senior executives of large insurance companies and asset managers. While there, he was instrumental in building and ultimately driving the acquisition of DFA by Conning Inc. Prior to DFA Capital Management, Todd held a leadership position at Eventra, helping to grow the enterprise software firm, and was Principal in two venture capital firms —Trinity Capital and Harbour Investment Corporation.

**Peter Green, SVP Sponsor Development**, will lead the consumer media sales operation and build upon dLife’s already successful growth as a consumer platform. As an accomplished sales leader, Peter has been developing and leading sales organizations for both print and digital media groups for over 15 years. At weather.com/The Weather Channel, Peter led integrated sales teams across digital and TV, and helped expand their offerings into other relevant verticals. More recently, Peter worked at major online ad exchanges — Undertone Networks and Context Web. Complementing his sales experience, he has also held positions in publishing at several McGraw Hill publications.

“We are at a critical time in our evolution and driving through the next phase of growth is critically dependent on amassing great talent like this strong trio of executives,” said Howard Steinberg, CEO and Founder of dLife. “Their areas of expertise, can-do effectiveness and connection to our cause make for a perfect fit. There are still more to come.”

**About dLife – For Your Diabetes Life**

dLife is the number one community network and resource for people living with diabetes and caregivers, providing information, inspiration and connection via a diverse array of exclusive media channels and services. With over 1.2 million registered members, dLife uniquely engages this growing population in positive and proactive self-care. Its award-winning media outlets include dLife.com <<http://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); mobile applications, and other consumer and professional programs driving proactive diabetes self-management .

dLife has been recognized with numerous media and editorial awards including Medical Marketing and Media's Best Healthcare Consumer Media Brand 2009 & 2010. dLife has also been clinically validated in a recently completed randomized trial performed by the Geisinger Healthcare System demonstrating that dLife's consumerized and pragmatic approach to population health, depth and breadth of original content, tools and social support drives higher levels of engagement, knowledge and health outcomes.

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