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dLifeTV Announces it's 15th Season – American Idol Finalist Crystal Bowersox and Amazing Race Winner Dr. Nat Strand open up about beating the odds and achieving their dreams all while living with diabetes.

WESTPORT, Conn., July 20, 2011 - dLife, a LifeMed Media Company, announced the program lineup for their 15th season premiering this Sunday, which includes new interviews with celebrities and athletes who found fame and achieved success while managing their diabetes. Two who have managed their diabetes under the most adverse conditions are Crystal Bowersox and Dr. Nat Strand.

Crystal, who battled the grueling weekly schedule of *American Idol*, found herself hospitalized only moments before a nationally televised performance. She didn't drop out, but instead went all the way to the finals where she was declared runner up. After taking control of living with type 1 diabetes, she shares her story and her desire to influence policy change in the U.S. government.

Dr. Nat Strand, the winner of *Amazing Race*, traveled the world with only the diabetes supplies that she and her partner could carry. No special considerations were made for her despite having type 1 diabetes. Yet with no plans for what to do if she ran out, Dr. Nat and her partner planned carefully and pushed through to win it all.

Both Crystal and Dr. Nat's stories are only two of the many inspirational stories on this season of *dLifeTV*. Other guests this season include major league baseball's Toronto Blue Jays pitcher, Brandon Morrow, who has been living with type 1 diabetes since high school, and Billy Mills, a 10,000 meter runner winning an Olympic gold medal in the 1964 Olympics.

"It's hard to believe we're entering our 15th season already! The stories we've told and the experts we've interviewed are what the millions of people struggling with diabetes every day need to stay the course. We are committed to helping all of them not only live a healthier life but have feel good about it too," says Howard Steinberg, CEO and Founder of dLife, and Executive Producer of *dLifeTV*.

The trusted *dLifeTV* hosts, Benno Schmidt and Mother Love, relate to the viewers as friends as they share their own personal experiences living with diabetes. *dLifeTV* airs every Sunday on CNBC at 7:00p.m. ET, 6:00p.m. CT, and 4:00p.m. PT. For more information, visit www.dLife.com.

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 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.

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