



dLife Revamps Website for its 1.2 Million Registered Members

dLife.com Empowers the Diabetic Community with New Features and Increased Functionality

WESTPORT, Conn., April 6, 2011 — dLife.com, the number-one diabetes Web destination, has a brand new look as it celebrates its sixth year serving the diabetes community. The new dLife.com is fresh, engaging and even easier to use.

dLife.com's online leadership is a direct result of its wide range of content, resources and growing community, generating double-digit traffic gains and reaching new milestones, with 1.2 million registered members and more than one million visitors per month.

“Explosive patient growths, fewer primary care physicians, plus out of control costs all make diabetes the overwhelming health epidemic of our time. The only real solution is engaging and empowering patients in their own self-care. Doctors and the system can’t do it for them. That is what our mission is all about and why we are intensely committed to constant innovation of dLife.com. The site relaunch is just the first effort you’ll see in 2011 as we build more products and services to help America get control of diabetes,” said Howard Steinberg, CEO and founder of dLife.

dLife.com is one part of a larger dLife platform which includes *dLifeTV*, the only nationally televised show for people with diabetes; the dLife Diabetes Companion, an essential mobile application with video, recipes and more for people on-the-go; and a variety of consumer and professional programs to drive a proactive, self-managing diabetes lifestyle.

“dLife is tremendously important to my patients because it fills in the gap for 24/7 assistance. I know when I refer my patients to dLife they will find reliable information that they can easily digest and a big community of support,” said Janis Roszler, RD, CDE, LD/N.

According to the CDC, one-third of all Americans will have diabetes by 2050, and it affects 8.3 percent of Americans of all ages and 11.3 percent of adults 20 years and older. It is a leading cause of death in the United States. People with diabetes are more likely to suffer from complications such as heart attacks, strokes, high blood pressure, kidney failure, blindness and amputations of feet and legs. Diabetes costs the U.S. \$174 billion annually, including \$116 billion in direct medical expenses.

For more information about dLife services or to check out our new look, please go to www.dLife.com. To set up an interview with one of our diabetes educators or experts, please contact Mary Anglade at anglade@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 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.