

NEWS RELEASE



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FOR IMMEDIATE RELEASE

dLife and WellDoc Partner to Bring Innovative Solution to Diabetes Patients

Collaboration introduces new online and mobile diabetes management services

Baltimore – Nov. 18, 2008 –dLife, the only diabetes multimedia network, and WellDoc Communications, a healthcare company that develops technology solutions to help improve chronic disease management, announced today a new partnership to create true change for the more than 24 million people living with diabetes in the United States.

The partnership combines WellDoc’s web- and mobile-based diabetes management solution with dLife’s award-winning consumer resources and support tools. WellDoc’s online patient support tools, including virtual messenger, allows patients to manage their condition, consistent with the treatment plan of the patient’s physician, throughout their day and in real-time.

The companies share a belief that the key to better health is a focus on diabetes as a lifestyle as opposed to solely a disease.

“We’re pleased to work with dLife; dLife understands how to engage patients,” said Ryan Sysko, CEO of WellDoc. “They’ve taken a consumer-oriented approach to supporting diabetes management – providing content that is not only educational and informative, but also compelling and entertaining. To truly effect and sustain changes in patients’ outcomes, we need to support their lifestyles: how they eat, how they exercise, how they manage their stress, etc. The combination of WellDoc and dLife is incredibly powerful. It’s a novel concept in healthcare – giving patients support tools that they want to use and look forward to using.”

dLife’s website provides more than 78,000 pages of information and resources on all aspects of the diabetes lifestyle, offering information and community support for type 1 diabetes, type 2 diabetes, pre-diabetes and caregivers. dLife members also have access to a searchable database of over 8,500 diabetic recipes, 25,000 different foods, and in-depth nutritional information.

“As someone who has lived with [type 1 diabetes](#) for decades, I know first hand that diabetes is a lifestyle, not simply a disease. You either live it hour by hour and day by day or suffer the consequences,” said Howard Steinberg, CEO and founder of dLife. “This is why we strive to make dLife a compelling, practical resource that includes not only information, but videos, online tools and communities, and expert advice. dLife delivers the most interactive and comprehensive information available to people living with diabetes, their families and friends anywhere.”

To become a dLife member, go to <http://www.dlife.com/member>.

About dLife - For Your Diabetes Life

dLife, based in Westport, Conn., is the only multimedia network serving the diabetes community. Its award winning media outlets include dLifeTV, the only lifestyle TV series for people with diabetes, airing every Sunday on CNBC at 7 p.m. ET and 4 p.m. PT. dLife.com, with over 8,500 diabetic recipes, over 400 videos, and 78,000 pages of superior content, is the leading online destination for diabetes information, inspiration, and connection. The dLife network also includes dLifeRadio, featuring the dLife Diabetes Minute, heard on stations around the country and on XM Satellite Radio; dLifeDirect, the only diabetes cooperative, direct-mail program; professional programs; and more.

About WellDoc Communications, Inc.

WellDoc Communications, Inc., is focused on simplifying the way chronic diseases are managed through a collaborative, life-changing approach that breaks down the barriers of engagement and adherence by providing patients with real-time, actionable information. WellDoc has developed an industry-leading, technology-based solution that helps people with chronic diseases better manage their conditions. For more information, visit www.welldocinc.com.

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