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## OmniPod Launches 'Suite D,' a New Resource for the Diabetes Online Community

### Tubeless Insulin Pump Leader Is Celebrating Diabetes Awareness Month With Inspiring Stories of People Living With Diabetes

BEDFORD, MA -- (Marketwire) -- 11/12/12 -- Insulet Corporation (NASDAQ: PODD) -- Diabetes may be an invisible disease but the support system provided by the Diabetes Online Community (DOC) is growing more apparent every day. The DOC has a new channel for inspiration and encouragement with the launch of Suite D, the official blog of OmniPod, the leader in tubeless insulin pump technology.

Suite D features [guest voices](#) blogging about a wide variety of topics from diverse perspectives -- ranging from high-performing athletes who refuse to let the disease slow them down, to parents who juggle the innumerable concerns of caring for a child with diabetes, to young people learning to be more independent in their diabetes care. The blog also includes inspiring stories, tips for managing life with diabetes and coverage of diabetes-related news and events.

"Sharing their stories is one of the most important things that people with diabetes can do," said Manny Hernandez, founder of [TuDiabetes.org](#) and president of the [Diabetes Hands Foundation](#). "I was glad to see Insulet launch their blog, as a place where we can find D-stories to inspire us in our journey through life with diabetes."

The blog provides a platform for people with diabetes (PWD) to share unique achievements and inspire others to live with the freedom to pursue their own dreams. Suite D also serves as a resource for encouragement by highlighting some common experiences when managing Type 1 diabetes. The blog features written and multimedia content by contributors with a variety of perspectives. Current bloggers include:

- | Sean Busby, professional snowboarder and founder of Riding on Insulin
- | Leighann Calentine, author of Kids First, Diabetes Second and D-Mom blog
- | Tony Cervati, cyclist and founder of Type1Rider and co-founder of The Blue Heel Society
- | Dan Masucci, film writer, director and stay-at-home father
- | Shannon Smith, 19-year-old college student and former American Diabetes Association Youth Ambassador
- | Natalie Strand, first contestant with diabetes and part of the first all-female team to win The Amazing Race, the Emmy Award-winning reality show

If you would like to share your story with Suite D or are interested in reading about a particular aspect of life with diabetes, please contact [suited@insulet.com](mailto:suited@insulet.com).

"Living with diabetes for over 30 years, I know how all-consuming it can feel, so I'm particularly excited that we are highlighting stories demonstrating how people with diabetes can make room for the rest of life," said Sean Gallagher, Insulet's Senior Director of Marketing. "I also know how important it is to recognize there is a community of people who can relate to our experiences. We on the [OmniPod](#) team are proud to be spreading the word about Suite D during Diabetes Awareness Month. We invite you to visit and read about some truly inspiring people in the diabetes community."

#### *About the OmniPod Insulin Management System*

The OmniPod Insulin Management System is the world's first tubeless insulin pump. The OmniPod offers people living with insulin-requiring diabetes all the benefits of insulin pump therapy, with freedom and ease. The tubing-free OmniPod insulin pump has just two easy-to-use parts: the discreet, waterproof Pod, which automatically inserts and can be worn on many parts of the body to hold and deliver insulin; and the Personal Diabetes Manager (PDM), a hand-held device that wirelessly programs the Pod, calculates suggested doses and has a built-in blood glucose meter. For more information on the OmniPod insulin pump, please visit: <http://www.myomnipod.com>.

#### *About Insulet Corporation*

Insulet Corporation (NASDAQ: PODD) is an innovative medical device company dedicated to making the lives of people with diabetes easier. Through its OmniPod Insulin Management System, Insulet seeks to expand the use of [insulin pump therapy](#) among people with insulin-dependent diabetes. Insulet's subsidiary, Neighborhood Diabetes, is a leading distributor for

diabetes products and supplies, delivered through a high touch customer service model. Founded in 2000, Insulet Corporation is based in Bedford, Mass.

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