

October 17, 2013

Insulet Appoints Dr. Howard Zisser as the Company's First Medical Director

Diabetes Expert Tapped to Focus on Clinical Outcomes

BEDFORD, MA -- (Marketwired) -- 10/17/13 -- Insulet Corporation (NASDAQ: PODD), the leader in [tubeless insulin pump](#) technology with its OmniPod® Insulin Management System, today announced the appointment of Dr. Howard Zisser, M.D., as the Company's first Medical Director. An expert in the diabetes community, Dr. Zisser has conducted clinical research on new and innovative therapies for type 1, type 2 and gestational diabetes, including pivotal trials of glucose sensors, insulin pumps, inhaled insulin, oral insulin and continuous glucose sensing in pregnancy.

In this newly created position at Insulet, Dr. Zisser will provide leadership and expertise in the clinical aspects of diabetes management, including medical input during new product development. In addition, he will serve as Insulet's medical liaison with key opinion leaders, government officials, U.S. Food and Drug Administration (FDA) staff and healthcare organizations. Dr. Zisser will also be involved with a variety of clinical research projects, including those focused on improved clinical outcomes of diabetes patients.

"Howard's clinical expertise in current and emerging diabetes technologies is unparalleled and we are proud to have him join the Insulet team as our first Medical Director," said Duane DeSisto, President and Chief Executive Officer of Insulet. "With a distinguished background working on innovative diabetes therapies, including extensive research on artificial pancreas systems, Howard will be a major catalyst as we continue development of new products at Insulet. We are delighted to have him help the Company drive these programs toward commercialization."

Dr. Zisser most recently served as the Director of Clinical Research & Technology for Sansum Diabetes Research Institute, where he managed trials investigating the JDRF funded Artificial Pancreas Project. Since 2008, Dr. Zisser has served as Adjunct Professor of Chemical Engineering at the University of California, Santa Barbara. Dr. Zisser was a staff internist at Santa Barbara County Department of Public Health from 1996 to 2002 and previously held posts in emergency medicine and urgent care at Vandenberg Air Force Base Hospital, Santa Barbara Cottage Hospital, Friendly Hills Regional Health Center and Santa Barbara Medical Foundation Clinic. He is a member of the American College of Physicians, California Medical Association, and Santa Barbara County Medical Society.

"Insulet and I have a shared passion for innovating technology to improve care for people with diabetes," said Dr. Zisser. "In this new role as Medical Director, I look forward to collaborating with my health care professional colleagues, the FDA and the diabetes community to bring together the best thinking in the industry and accelerate the advancement of the next generation of diabetes technology."

Dr. Zisser graduated summa cum laude from the University of Florida in Gainesville with an Interdisciplinary Studies in Biopharmacology degree and earned his medical degree from the John Hopkins University School of Medicine in 1989.

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. The OmniPod is a revolutionary and easy-to-use tubeless insulin pump that features just two parts and fully-automated cannula insertion. Insulet's subsidiary, Neighborhood Diabetes, is a leading distributor for diabetes products and supplies, delivered through a high touch customer service model. To read inspiring stories of people with diabetes living their lives to the fullest with OmniPod, visit our customer blog, Suite D: <http://suited.myomnipod.com>. Founded in 2000, Insulet Corporation is based in Bedford, Mass. For more information, please visit: <http://www.myomnipod.com>.

Forward-Looking Statement

This press release contains forward-looking statements concerning Insulet's expectations, anticipations, intentions, beliefs or strategies regarding the future, including those related to its future product plans. These forward-looking statements are based on its current expectations and beliefs concerning future developments and their potential effects on Insulet. There can be no assurance that future developments affecting Insulet will be those that it has anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond its control) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking

statements. These risks and uncertainties include, but are not limited to: risks associated with the Company's dependence on the OmniPod System; Insulet's ability to increase customer orders and manufacturing volumes; adverse changes in general economic conditions; impact of healthcare reform legislation; risks related to the implementation of a national mail-order competitive bid program; Insulet's inability to raise additional funds in the future on acceptable terms or at all; potential supply problems or price fluctuations with sole source or other third-party suppliers on which Insulet is dependent; failure by Insulet to retain supplier pricing discounts and achieve satisfactory gross margins; failure by Insulet to retain key supplier and payor partners; international business risks; Insulet's inability to obtain adequate coverage or reimbursement from third-party payors for the OmniPod System and potential adverse changes in reimbursement rates or policies relating to the OmniPod System; failure to retain key partner payors and their members; failure to retain and manage successfully Insulet's Medicare and Medicaid business; potential adverse effects resulting from competition with competitors; technological innovations adversely affecting the Company's business; potential termination of Insulet's license to incorporate a blood glucose meter into the OmniPod System; Insulet's ability to protect its intellectual property and other proprietary rights; conflicts with the intellectual property of third parties, including claims that Insulet's current or future products infringe the proprietary rights of others; adverse regulatory or legal actions relating to the OmniPod System; failure of Insulet's contract manufacturers or component suppliers to comply with FDA's quality system regulations, the potential violation of federal or state laws prohibiting "kickbacks" or protecting patient health information, or any challenges to or investigations into Insulet's practices under these laws; product liability lawsuits that may be brought against Insulet; reduced retention rates; unfavorable results of clinical studies relating to the OmniPod System or the products of Insulet's competitors; potential future publication of articles or announcement of positions by physician associations or other organizations that are unfavorable to Insulet's products; the expansion, or attempted expansion, into foreign markets; the concentration of substantially all of Insulet's manufacturing capacity at a single location in China and substantially all of Insulet's inventory at a single location in Massachusetts; Insulet's ability to attract and retain key personnel; Insulet's ability to manage its growth; failure to integrate successfully the Neighborhood Diabetes business; intense competition among distributors of diabetes supplies impairing Neighborhood Diabetes' business; loss by Neighborhood Diabetes of an opportunity to sell insulin pumps supplied by Insulet's competitors; failure by Neighborhood Diabetes to retain key supplier and payor partners; failure by Neighborhood Diabetes to retain supplier pricing discounts and achieve satisfactory gross margins; failure by Neighborhood Diabetes to retain and manage successfully its Medicare and Medicaid business; existence of unanticipated liabilities arising in connection with the Neighborhood Diabetes business; fluctuations in quarterly results of operations; risks associated with potential future acquisitions; Insulet's ability to generate sufficient cash to service all of its indebtedness; the expansion of Insulet's distribution network; Insulet's ability to successfully maintain effective internal controls; the volatility of Insulet's common stock; risks related to future sales of its common stock or the conversion of the 3.75% Convertible Notes due June 15, 2016; potential limitations on Insulet's ability to use its net operating loss carryforwards; anti-takeover provisions in its organizational documents; and other risks and uncertainties described in its Annual Report on Form 10-K, which was filed with the Securities and Exchange Commission on February 28, 2013 in the section entitled "Risk Factors," and in its other filings from time to time with the Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should any of its assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. Insulet undertakes no obligation to publicly update or revise any forward-looking statements.

Contact:

Stephanie Marks for Insulet Corporation
ir@insulet.com
877-PODD-IR1 (877-763-3471)

Source: Insulet Corporation

News Provided by Acquire Media