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Insulet Corporation Assumes Distribution Rights for OmniPod(R) System in Canada

BILLERICA, MA -- (Marketwired) -- 07/07/15 -- Insulet Corporation (NASDAQ: PODD), the leader in [tubeless insulin pump](#) technology with its OmniPod[®] Insulin Management System, today announced that it has assumed full rights to distribute its OmniPod System in the Canadian market via its newly created subsidiary, Insulet Canada Corporation, effective immediately.

Insulet's OmniPod system was initially introduced in Canada in 2011 by GlaxoSmithKline (GSK) through an exclusive distribution agreement. With this transition, Insulet has now assumed all distribution, sales, marketing, training and support activities for the OmniPod system in Canada.

"We are pleased to have successfully established a local presence in Canada which enables us to engage directly with healthcare providers and OmniPod users in this market," said Patrick Sullivan, President and Chief Executive Officer. "We remain dedicated to offering exceptional service and highly personal support to all of our users and have worked closely with GSK to make this a smooth transition. Insulet Canada not only positions us to interact more closely with our customers, but also moves us forward in our goal to establish OmniPod's innovative technology as the worldwide standard of care for people with insulin-dependent diabetes."

According to the Canadian Diabetes Association, there are approximately 3.3 million Canadians currently living with diabetes.¹ As many as 10 percent of people living with diabetes have type 1 diabetes, which is always treated with insulin.²

Insulet and GSK have worked collaboratively to ensure a seamless experience for OmniPod users and healthcare providers during this transition, with existing services remaining intact. If there are any questions regarding access to the OmniPod System in Canada, please call OmniPod Customer Care at 1-855-POD-INFO.

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 a fully-automated cannula insertion. Insulet's subsidiary, Neighborhood Diabetes, is a leading distributor of 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 Billerica, Massachusetts. For more information, please visit: <http://www.myomnipod.com>.

1. Canadian Diabetes Association. Diabetes Charter for Canada. May 2014. <http://www.diabetes.ca/getmedia/513a0f6c-b1c9-4e56-a77c-6a492bf7350f/diabetes-charter-background-national-english.pdf.aspx>

2. Canadian Diabetes Association website. Accessed February 6, 2015. <http://www.diabetes.ca/about-diabetes/what-is-diabetes#sthash.7hF9gPqa.dpuf>

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