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Insulet Launches New Omnipod® Podder™ Community Platform

New Platform Provides Enhanced Support, Information, and Social Engagement for Growing Community of Podders

BILLERICA, Mass.--(BUSINESS WIRE)-- Insulet Corporation (NASDAQ: PODD) (Insulet or the Company), the leader in tubeless insulin pump technology with its Omnipod® Insulin Management System (Omnipod System), today announced the launch of a new online user community platform. This new platform will increase patient engagement and awareness of Omnipod by empowering Omnipod customers to share their experiences and insights and provide support to the large and growing Podder™ community. The launch of the Podders community platform coincides with Insulet's exciting new patient mobile app and branding, as well as the Company's debut on social media via [Facebook \(myomnipod\)](#) and [Twitter \(@myomnipod\)](#).

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The updated Omnipod brand features a new logo designed to highlight the Company's focus on clinical outcomes and commitment to innovative technology, as well as the unique benefit of three days of non-stop insulin delivery. The Insulet Omnipod patient app provides educational content and reorder capability and will be regularly updated with enhanced features to deliver differentiated and responsive service and support.

"We have an incredibly engaged and active Podder community and are thrilled to now contribute and be part of the conversation on social media," said Shacey Petrovic, President, Insulet Diabetes Products. "Each element of our new brand and visual identity highlights our dedication to serving our community of energized users, families, clinicians and partners through innovation and a commitment to reducing the burden of diabetes and improving health outcomes. Our new community platform is one of many steps we are taking to ensure we provide unparalleled support to our remarkable community of Podders."

Insulet's Omnipod System employs differentiated technology that dramatically improves the lives of approximately 85,000 Podders worldwide.

"I am honored and proud to be a Podder," said Trent Wright, age 14 and a Podder since 2014. "I think it's really great that Insulet is bringing people together to be part of the Podder community. It is really cool to see other people, like me, with type 1 diabetes wearing the Pod on the new website. I love the format, it feels personal."

Brad Gagne, age 39 and a Podder since 2007, stated, "The old cliché about not realizing how lousy you felt before feeling better is true for me. Being a Podder has given me my life back."

The Company's new brand, mobile app and social media presence celebrate the strong community of Omnipod customers and will engage, inform and empower new and existing users.

About the Omnipod Insulin Management System:

The Omnipod Insulin Management System is an innovative continuous insulin delivery system that provides all the proven benefits of continuous subcutaneous insulin infusion (CSII) therapy in a way no conventional insulin pump can. The Omnipod System's innovative design and features allows people living with diabetes to live their life—and manage their diabetes—with unprecedented freedom, comfort, convenience, and ease. The Omnipod System consists of two components: (i) a Pod that stores and delivers insulin; and (ii) a Personal Diabetes Manager (PDM) that wirelessly programs the user's personalized insulin delivery, calculates suggested doses and insulin on board, and has a convenient, built-in blood glucose meter. The small, light-weight Pod can be worn in multiple locations, including the abdomen, hip, back of upper arm, upper thigh or lower back and, because it is waterproof (IPX8), there is no need to remove when showering, swimming or performing other activities. This means that Omnipod can provide up to three days of non-stop insulin delivery, without the need to disconnect a tube set or manually inject insulin. The Pod and PDM communicate wirelessly to offer precise, personalized and continuous insulin delivery with customizable basal and bolus delivery options, as well as important safety checks. The Pod's auto-cannula insertion is quick, simple, and virtually pain-free. Users never have to handle a needle. The user simply pushes a button on the PDM and the Pod's automated insertion system inserts the

cannula beneath the skin and begins delivering insulin according to the user's programmed basal rate.

The Omnipod System is the world's first commercially available tubeless insulin delivery system that allows users to live untethered by tubing and without the stress and anxiety of multiple daily injections. By breaking down the barriers to insulin pump therapy, the Omnipod System offers freedom for users to live life on their own terms and with the ease of use they deserve.

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 Delivery Systems business also partners with global pharmaceutical and biotechnology companies to tailor the Omnipod technology platform for the delivery of subcutaneous drugs across multiple therapeutic areas. To read inspiring stories of people with diabetes living their lives to the fullest with Omnipod, please 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>.

Forward-Looking Statement:

This press release may contain forward-looking statements concerning Insulet's expectations, anticipations, intentions, beliefs or strategies regarding the future. 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, 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 29, 2016 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.

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