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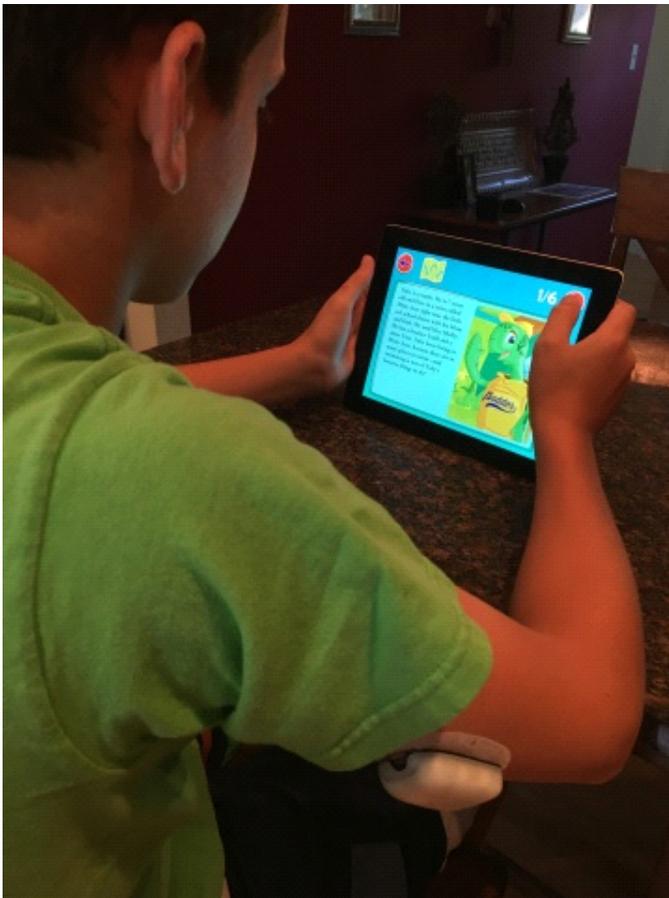
Insulet Launches New Educational iPad App: Toby's T1D Tale

Omnipod[®] Mascot Provides Diabetes Education to Children and Caregivers through Stories, Tips and Trivia

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 introduction of a new educational app at the 17th annual Children with Diabetes "Friends for Life[®]" conference in Orlando, Florida. The free app, Toby's T1D Tale, is designed to educate children and caregivers about diabetes.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160713005254/en/>



The app features the Omnipod System mascot Toby the Turtle[™], who uses the Omnipod System to manage his Type 1 diabetes. The app chronicles his journey from diagnosis to treatment as he, his family and his friends learn how to manage diabetes. Each stage of Toby's journey is detailed in chapters that can be read or listened to and then expanded upon with actionable tips and trivia questions. In addition to children with diabetes and their immediate caregivers, the app also serves as a helpful tool for teachers, coaches, and friends.

"As any parent of a child with diabetes knows, helping children understand and cope with the disease can be challenging. This app will play a key role in diabetes education and management because it offers easy-to-understand information that those with and connected to diabetes can use in a tangible way. It truly delivers engaging content that is relevant to people of all ages," said Cindy Wright, mom of Podder[™] Trent Wright, age 12.

"We've worked closely with several providers, including a pediatric psychologist, caregivers and our clinical team to deliver a credible resource that resonates with and provides our growing Podder community with the most useful information to manage their diabetes," said Shacey Petrovic, President, Insulet Diabetes Products. "Together with our recent debut of the new Omnipod mobile Patient App, as well as our new branding and presence on social media, this introduction of Toby's T1D Tale is yet another step in our journey to engage, inform and empower the diabetes community through innovative mobile connectivity."

12 year old Podder[™] Trent Wright exploring Omnipod's new Toby's T1D Tale educational app. (Photo: Business Wire)

Insulet's Omnipod System employs differentiated technology that dramatically improves the lives of approximately 85,000 users worldwide - known as members of the Podder community. The app is currently available for iPad users in the United States and can be downloaded from the Apple Store by searching for Toby's T1D Tale or by [clicking here](#).

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: PODO) 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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