

Insulet

NEWS RELEASE

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

2/26/2015

BILLERICA, MA -- (Marketwired) -- 02/26/15 -- Insulet Corporation (NASDAQ: PODO), the leader in **tubeless insulin pump** technology with its OmniPod® Insulin Management System, today announced that following a four year distribution agreement with GlaxoSmithKline (GSK), the Company will assume full rights to distribute the OmniPod System in the Canadian market via a newly created Canadian Subsidiary, Insulet Canada Corporation. This will include all sales, marketing, training and support activities. The transfer is expected to be complete by end of June 2015.

"We are excited to assume the distribution, sales and marketing of our OmniPod System in Canada," said Patrick Sullivan, President and Chief Executive Officer of Insulet. "With a local presence, Insulet Canada will now be better positioned to engage directly with healthcare providers and OmniPod users in this market. Interacting more closely with our customers is something we place great value on and, like GSK, we are dedicated to offering exceptional service and highly personal support to all of our users. Our aim is for OmniPod to be considered the worldwide standard of care for people with insulin-dependent diabetes. By establishing Insulet's presence in Canada, we move another step closer to achieving this goal."

According to the Canadian Diabetes Association, there are approximately 3.3 million Canadians currently living with diabetes.¹ About 5 to 10 percent of people living with diabetes have type 1 diabetes, which is always treated with insulin.²

Mr. Sullivan continued, "GSK has been a tremendous partner and we thank them for introducing the OmniPod to Canadians living with type 1 diabetes and allowing them the benefit of tubeless insulin pump therapy. Despite

favorable uptake of the OmniPod System, overall pump adoption remains significantly lower in Canada than the United States. We see this as a terrific opportunity to continue growing our diabetes offerings internationally."

Insulet and GSK are working collaboratively to help ensure a seamless experience for all OmniPod users and healthcare providers during this transition, with the aim to keep all existing services 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: 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 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>.

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 future product development plans and commercial relationships. 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 its principal product, the OmniPod System; Insulet's ability to reduce production costs and increase customer orders and manufacturing volumes; adverse changes in general economic conditions; impact of healthcare reform laws; Insulet's ability to raise additional funds in the future on acceptable terms or at all; potential supply problems or price fluctuations with sole source or third-party suppliers on which Insulet is dependent; the potential establishment of a competitive bid program for conventional insulin pumps; 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 secure and retain 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 payor partners and their members; failure to retain and manage successfully Neighborhood Diabetes' Medicare and Medicaid business; potential adverse effects resulting from competition with competitors; technological change and product innovation adversely affecting the Company's business; potential termination of Insulet's license to incorporate a blood glucose meter into the OmniPod System or its inability to enter into new license agreements; 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 or misappropriate 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 the confidentiality of patient health information, or any challenge to or investigation into Insulet's practices under these laws; product liability lawsuits that may be brought against Insulet; reduced retention rates of our customer base; 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 diabetes associations or other organizations that are unfavorable to the OmniPod System; the concentration of substantially all of Insulet's operations 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 personnel; Insulet's ability to manage its growth; fluctuations in quarterly results of operations; risks associated with potential future acquisitions or investments in new businesses; 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 control over financial reporting; the volatility of Insulet's common stock; risks related to future sales of its common stock or the conversion of any of the 2% Convertible Senior Notes due June 15, 2019; 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, 2014 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.

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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Source: Insulet Corporation

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