

WESTPORT~NEWS

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Westporter Launches Diabetes Life, a Breakthrough Media Resource

A breakthrough resource in delivering information and healthcare solutions to the diabetes community aims to help the 18.2 million people in the United States living with diabetes to better manage their disease and to live life to the utmost.



**HOWARD
STEINBERG**

dLife

For Your Diabetes Life, (dLife) the first integrated media network focused on the diabetes lifestyle, will include the first-ever diabetes television show, *dLifeTV*; a Web site, dlife.com; a radio program, dLife Radio and a direct mail newsletter, *dLifeConnect*.

dLife will also serve the families and caregivers of people with diabetes, as well as the rapidly growing number of people at risk for the disease - some 70 million in all.

According to the Centers for Disease Control, one of three children born today is at risk of developing diabetes and there are an estimated five million people who have diabetes but don't yet know it.

dLife represents the first targeted, integrated multimedia effort to reach and address the needs of a chronic patient group, the mission of dLife's parent company LifeMed Marketing. dLife is the inspiration and mission of LifeMed Marketing CEO, Howard Steinberg, of Westport, a successful marketing entrepreneur who was diagnosed with type one diabetes at age 10.

An extensive research study commissioned by dLife supported his belief that there is a hunger for a prominent and unified resource that will not only provide information and inspiration to those affected by diabetes, but a sense of community connection as well. dLife serves this need in a variety of media.

"We believe that dLife will help reduce the isolation and silent suffering of millions of people living with diabetes and their caregivers," said Steinberg. "Almost anyone you speak with knows someone with diabetes. Many

people who have been diagnosed don't know what they don't know.

"Only a small minority of patients is managing the condition to acceptable standards. Information and inspiration are key," Steinberg added. "dLife will really make a difference in helping people to manage one of America's most devastating and fastest-growing chronic illnesses."

dLife.com

The comprehensive consumer Web site www.dlife.com - the largest independent diabetes site on the Internet - has already gone live with its initial release. dLife.com serves as a total diabetes hub, featuring the latest information and exclusive content about the condition from many of the top experts in the world. Topics include diagnosis, research, lifestyle and diabetes treatment and management information.

The Web site also offers tips on health, fitness and nutrition. It will connect the diabetes community to one another and to resources for living well, including quality product and service solutions. It will also feature an ongoing poll on various aspects of living with diabetes and inspirational stories from people living with diabetes, including celebrities.

Medical writer and editor Paula Ford-Martin, author of *The Everything Diabetes Book* (Adams Media 2004) is dLife's managing editor.

"We understand that living well with diabetes is more than just diagnostic tests and dietary plans—it's about giving people practical solutions to everyday issues they face at home, work, school, and in society," said Ford-Martin. "That's why dLife.com goes beyond the basics, offering users a safe and supportive online community where they can learn more about living a full and happy life with diabetes—in addition to having instant access to the very latest diabetes management information. Our goal is to empower everyone with this disease to realize that they do have the power to manage it."

dLifeTV

On Sunday, March 20, dLifeTV will debut the first regularly scheduled programming for the diabetes community. dLifeTV represents a new TV genre called Medutainment—healthcare news and information in an entertaining format to engage today’s TV audience. Celebrity hosts and correspondents include Nicole Johnson Baker, Miss America 1999, and author; Mother Love, author and TV personality; J. Anthony Brown, comedian and co-host of the Tom Joyner Radio Show; Jim Turner, actor; and Gary Hall, Jr., Olympic champion swimmer—all of whom live with diabetes. Former NBC chief medical correspondent and author Dr. Bob Arnot will serve as dLife Medical Anchor. The show is produced by dLife and will air Sundays at 7 p.m. EST on CNBC. Emmy Award winner Erik Sorenson, former president of MSNBC, is one of dLifeTV’s executive producers.

dLife Radio, dLifeConnect

Also in 2005, dLife will introduce dLife Radio and dLifeConnect. dLife Radio will produce *The dLife Diabetes Minute*, a 60-second vignette featuring diabetes facts and tips from experts and celebrities with diabetes. *dLifeConnect* is a direct mail newsletter connecting over 2.5 million people with diabetes who are actively managing their disease with helpful information, products and services.

About LifeMed Marketing

LifeMed Marketing Company is the first multimedia healthcare marketing company focused on aggregating and organizing chronic disease populations as lifestyle or affinity marketing groups—a breakthrough approach. dLife For Your Diabetes Life is a division of LifeMed Marketing Company. A diverse group of expert advisors from a number of disciplines supports this effort. They represent the medical/health care, nutrition, behavior, fitness, media and entertainment arenas. dLife sponsors currently include Beiersdorf, Colgate-Palmolive Company, and Novo Nordisk, the world’s leading provider of insulin. For more information about dLife visit www.dLife.com. LifeMed Marketing and dLife are located at 15 Ketchum Street, Westport.