

November 16, 2016

Insulet Celebrates Milestone of 100,000 Customers Actively Using the Omnipod® System

During National Diabetes Awareness Month, Insulet honors Omnipod users and reinforces commitment to help make living with diabetes easier

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 it has reached a milestone of 100,000 global users enjoying the quality of life benefits of the Omnipod System. The Company is celebrating this significant milestone during National Diabetes Awareness Month and is conducting a number of events to drive further awareness around diabetes and Omnipod.

The Food and Drug Administration (FDA) cleared the first tubeless insulin delivery system, the Omnipod System, in 2005. The Omnipod System provides users - referred to as "Podders" - with a tubeless, waterproof patch-pump technology that offers significant quality of life benefits. This includes a differentiated design that provides 72 hours of non-stop, discreet insulin delivery and eliminates the need for multiple daily injections. The Omnipod System's positive impact on quality of life and user experience has been further validated in a [recent study of more than ~1,200 users published in *Diabetes Technology & Therapeutics*](#)¹. The majority of Podders reported improvements in their perceived control over their diabetes and hypoglycemic safety, among other benefits, since starting use of the Omnipod System.

Gwynn Harris is the mother of seven-year-old Podder, Anna. She's thrilled Anna has been recognized as one of the group of Podders who helped Insulet achieve the milestone of 100,000 users worldwide and feels fortunate to be part of such a supportive community.

"As a parent of a child with type 1 diabetes, I can testify that using the Omnipod System is truly a game-changer for us - it significantly improves our lives for the better," said Gwynn. "The Omnipod helps reduce the impact diabetes has on Anna's life. She is able to follow her passions and pursue her hobbies, including skiing, swimming and playing tennis. The Omnipod technology keeps us from interrupting Anna through these daily activities as we help her manage her condition. We all feel like we have our freedom back."

Podder Stephanie Tennis is another recent Omnipod user, and one of the 100,000 Podders worldwide who appreciates the many quality of life benefits offered by the Omnipod System. As a driver for multiple transportation network companies in Nashville, she enjoys educating her passengers about the benefits of the Omnipod System and the freedom it offers people living with diabetes.

"The Omnipod System allows me to be more spontaneous," Tennis said. "I have the flexibility to eat what I want, when I want - which I never had while using multiple daily injections. With my Pod, it's much easier to manage my diabetes. I can say 'yes' to grabbing coffee with a friend on a whim without too much thought...that seems small, but it's a big deal when you're living with this condition every day."

"We have always had a strong commitment to our Podder community," says Patrick Sullivan, Chairman and Chief Executive Officer. "The stories shared by our community of 100,000 global Podders and counting not only help to increase awareness about the benefits of Omnipod, but also inspire the Insulet team as we continue to innovate on this unique platform. We are proud to bring our differentiated technology to people across the world to give people with diabetes a sense of freedom and control."

¹ Polonsky WH et al. *Diabetes Technol Ther*. 2016;18:664-670.

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. 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.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20161116005152/en/>

Investor Relations and Media Contact:

Insulet Corporation
Deborah R. Gordon, 978-600-7717
Vice President, Investor Relations and Corporate Communications
dgordon@insulet.com

Source: Insulet Corporation

News Provided by Acquire Media