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Insulet Offers Welcome Program for Animas® Users to Try Omnipod® Insulin Management System at Zero Cost

BILLERICA, Mass.--(BUSINESS WIRE)-- Insulet Corporation's (NASDAQ: PODD) (Insulet or the Company), the leader in [tubeless insulin pump](#) technology with its Omnipod® Insulin Management System (Omnipod System), is offering the Omnipod® Welcome Program for existing Animas® insulin pump users as part of the Company's commitment to the diabetes community. This program provides users with a no cost trial of the Omnipod System.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171006005566/en/>

"We are offering this program to help ensure people with diabetes have a choice when it comes to their treatment options," said Bret Christensen, Chief Commercial Officer. "This zero cost trial is a simple way for Animas users to explore the only tubeless insulin delivery option in the United States. We realize this is a challenging time for Animas customers and Insulet is deeply committed to providing access to Omnipod and its unique benefits enjoyed by more than 100,000 customers across the globe."

The Omnipod System is designed for all insulin-requiring patients and is the number one pediatric preferred pump in the United States¹. Adoption of the Omnipod System is rapidly expanding across the globe due to Omnipod's unique tubeless design, significant quality of life benefits, and the flexibility to utilize the latest Continuous Glucose Monitoring (CGM) technology available. The Omnipod System's differentiated design provides up to 72 hours of nonstop, discreet insulin delivery, a remote bolus feature, and many options for site rotation. Additionally, it eliminates the burden associated with multiple daily injections and the complexities associated with traditional tubed pumps.

Animas users can experience these benefits through Insulet's Welcome Program, which includes a free Omnipod System, built-in blood glucose meter, and 30 days of supplies at zero cost.

For full offer details and to get started, Animas patients should call the Customer Care Team at 1-888-643-8763. Offer terms and conditions are subject to change. Please [click here](#) to access the flyer with additional promotion details.

¹ dQ&A Q3 2016 Patient Panel Survey. Share of parents of children with type 1 diabetes on an insulin pump who had chosen the Omnipod® was higher than for other pumps. Statistical significance of results calculated at the 95% confidence level.

About Insulet Corporation:

Insulet Corporation (NASDAQ: PODD) is an innovative medical device company dedicated to making the lives of people with diabetes easier. Insulet seeks to expand the use of insulin pump therapy with its Omnipod Insulin Management System among people with insulin-dependent diabetes. The Omnipod System is a revolutionary and easy-to-use tubeless insulin pump that provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet's Delivery Systems business partners with global pharmaceutical and biotechnology companies to adapt 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 28, 2017 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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