

November 1, 2016

Insulet Corporation Honors National Diabetes Awareness Month at the NASDAQ Stock Market Closing Bell Ceremony on November 1st

Activities Highlight Insulet's Commitment to Raising Awareness of Diabetes

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 is kicking off activities in honor of National Diabetes Awareness Month by ringing the NASDAQ Stock Market Closing Bell on November 1, 2016. Dr. Trang Ly, Insulet's Vice President and Medical Director, will preside over the ceremony and her remarks will highlight the importance of raising diabetes awareness and the benefits of the Omnipod System.

As part of its mission to improve the lives of people living with diabetes, Insulet also supports prevention efforts to help alleviate the misdiagnosis of type 1 diabetes, including working with Beyond Type 1, a non-profit organization focused on raising awareness around type 1 diabetes, including the warnings signs. Based on recent patient-reported data from T1D Exchange, 41 percent of individuals in the United States reported being in diabetic ketoacidosis (DKA) - the leading cause of mortality in children with type 1 diabetes - at the time of diagnosis. Beyond Type 1 will join Insulet at the NASDAQ ceremony to help drive awareness to better identify the warning signs of type 1 diabetes, with the goal of avoiding initial mistaken diagnoses and minimizing the risks of DKA.

"We are thrilled to host the NASDAQ Closing Bell Ceremony on November 1st to kick off National Diabetes Awareness Month," said Patrick Sullivan, Chairman and Chief Executive Officer. "We remain committed to improving the lives of people living with diabetes by providing significant quality of life benefits through our Omnipod System, as well as supporting organizations such as Beyond Type 1 in raising awareness about diabetes. Throughout this month, we will show our continued support of the diabetes community, including making donations to charitable organizations that align with our mission to make living with diabetes easier."

The Omnipod System, the world's first commercially available tube-free insulin pump, allows people with diabetes to live their lives without the burden and anxiety of multiple daily injections or the hassle of traditional pump tubing and cumbersome infusion sets. The Omnipod System provides users with numerous benefits, including three days of non-stop insulin, hands-free auto-cannula insertion avoiding the need to handle a needle, and a tube-free design, all of which help relieve the burden and improve quality of life for those living with type 1 diabetes.

Webcast Information:

The Insulet NASDAQ Stock Market Closing Bell Ceremony will be aired live at <https://new.livestream.com/nasdaq/live> or <http://www.nasdaq.com/about/marketsitetowervideo.aspx>. A video of the Closing Bell ceremony will be archived for one year on the [NASDAQ site](#).

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.

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