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## **Insulet Establishes Eco-Friendly Disposal Program for the OmniPod(R) Insulin Management System**

### **Company is First in Industry to Offer Environmentally Friendly Disposal of Insulin Pump Components**

BEDFORD, Mass., July 8 /PRNewswire-FirstCall/ -- Insulet Corporation (Nasdaq: PODO), the leader in tubing-free insulin pump technology, announced today that the Company is introducing an environmentally friendly disposal program for its OmniPod® Insulin Management System. The Eco-Pod program will reduce the impact of used Pods on the environment, preventing hazardous waste from unnecessarily entering landfills. It is the industry's first program for the environmentally safe disposal of insulin pump components.

"People with diabetes shouldn't have to choose between taking care of their health and taking care of the environment," said Duane DeSisto, president & chief executive officer of Insulet. "We are proud to offer our customers the first environmentally safe disposal program in the insulin pump industry. The OmniPod System makes diabetes a smaller part of life and now it will have a smaller impact on the environment."

The Eco-Pod Program provides OmniPod customers an easy way to reduce their impact on the environment. Following procedures for bio-hazardous waste, the Pods are disassembled and metals are removed and recycled. The remaining components are then pulverized. The process takes hazardous waste that might leach into the ground water out of the waste stream; it also greatly reduces the volume of materials that are consigned to a landfill.

To participate, customers simply log on to MyOmniPod.com to pre-register. Insulet will pay for the costs associated with the disposal process, while program participants are responsible for shipping costs, which are less than \$3 per month. Beginning August 1, a Pod Disposal Kit will be included with each Pod re-order. The kit includes all the tools customers need to do their part: a bag for collecting used Pods, a special pre-paid, pre-addressed bio-hazard shipping envelope and an instruction sheet. Every three months, participating customers return their used Pods in the shipping envelope. The first 2,000 customers to enroll in the Eco-Pod program will receive a free, limited-edition eco-friendly tote bag.

#### About the OmniPod Insulin Management System

The OmniPod Insulin Management System is the world's only tubing-free insulin pump. OmniPod offers people living with insulin-requiring diabetes all the benefits of insulin pump therapy, with unprecedented freedom, comfort and ease. OmniPod has just two components: the small, discreet, watertight Pod, worn almost anywhere on the body to hold and deliver insulin; and the PDM (Personal Diabetes Manager), a hand-held device that communicates wirelessly to program the Pod, calculates suggested doses and has a built-in FreeStyle® blood glucose meter.

#### About Insulet Corporation

Insulet Corporation is an innovative medical device company dedicated to improving the lives of people with diabetes. The Company's OmniPod Insulin Management System is a revolutionary, discreet and easy-to-use insulin infusion system that features two easy-to-use parts with no tubing and fully-automated cannula insertion. Through the OmniPod System, Insulet seeks to expand the use of insulin pump therapy among people with insulin-dependent diabetes. Founded in 2000, Insulet is based in Bedford, MA.

SOURCE Insulet Corporation

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