

November 1, 2017

Insulet Corporation Raises Awareness for Diabetes Community During National Diabetes Awareness Month

Highlights Include Fundraising Events and NASDAQ Closing Bell Ceremony

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), is recognizing National Diabetes Awareness Month with initiatives to highlight Insulet's commitment to raising awareness of diabetes. Activities this month include:

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

<http://www.businesswire.com/news/home/20171101005234/en/>

- 1 **Pod Challenge at Health Clinics** - Insulet is encouraging healthcare providers and individuals with diabetes to wear a demo Omnipod. The Challenge is taking place at healthcare providers' offices across the country to drive education and awareness about the different treatment options available and to highlight the quality of life benefits of the Omnipod System. Participants are encouraged to share their experience on social media using the hashtag #rockthepod and by tagging @myomnipod. Insulet will donate \$5 to local diabetes organizations for each person who wears a demo Pod throughout November.
- 1 **Pod Challenge at College Campuses** - Insulet has partnered with the [College Diabetes Network](#) to host the Challenge at [various college campuses](#) across the country from November 13-17. Students living with type 1 diabetes and family and friends who help loved ones manage their diabetes are encouraged to wear a demo Pod and learn about the Omnipod System. Insulet will donate \$5 directly to the College Diabetes Network for each person who wears a demo Pod as part of this college campus Pod Challenge.
- 1 **NASDAQ Closing Bell Ceremony** - Insulet will ring the NASDAQ Stock Market Closing Bell on November 6, 2017 and will speak about the importance of raising diabetes awareness and the benefits of the Omnipod System. Two Omnipod users (Podders) will join Insulet during the ceremony: Abbey Brau from [Beyond Type 1](#), a non-profit organization focused on raising awareness of type 1 diabetes; and Alecia Benjamin, who has had type 2 diabetes since age 12. The Insulet NASDAQ Stock Market Closing Bell Ceremony will be aired live at <https://livestream.com/nasdaq/live>. A video of the closing bell ceremony will be archived for one year on the [NASDAQ site](#).

"During National Diabetes Awareness Month, we are reinforcing the message that everyone living with diabetes has the right to choose the treatment option that works best for them," said Patrick Sullivan, Chairman and Chief Executive Officer. "We will continue to highlight our unwavering support of the diabetes community through fundraising events and our participation at the NASDAQ closing bell ceremony, all of which align with our mission to make living with diabetes easier."

Earlier this year, Insulet announced that it will be establishing a direct local presence in Europe on July 1, 2018. This will allow Insulet to be closer to the diabetes community and identify opportunities to support European customer needs, as it already does with initiatives like National Diabetes Awareness Month in the U.S. and Canada.

The Omnipod System uses a tubeless, waterproof patch-pump technology that offers patients significant quality of life benefits, eliminating the burden associated with multiple daily injections and the complexity associated with traditional tubed pumps. The differentiated design provides up to 72 hours of non-stop, discreet insulin delivery, and more choice for site selection.

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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