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For Immediate Release

DIABETES PREVENTION SOURCE: JUST WHAT THE DOCTOR ORDERED

(Chicago, Ill) June 26, 2007 -- Neal Kaufman, M.D., M.P.H., CEO of California-based Diabetes Prevention Source (DPS) recently traveled to Chicago for the 67th Annual Scientific Sessions of the American Diabetes Association. He presented the findings of a recently completed pilot study on DPS' Physical Activity Prescription (PARx), an Internet-based intervention designed to help people become more physically active and adopt healthy habits.

The study, *Making Healthy Choices Easy Choices: Low-Cost and Effective Lifestyle Coaching*, detailed the DPS approach to using technology to help people adopt healthy behaviors. The study's goal was to test the feasibility of using on-line coaching to help sedentary adults at risk for diabetes become more physically active.

The research suggests that an Internet-based personalized behavior change program designed to increase physical activity can be successful in increasing step counts and mitigating barriers in sedentary and overweight subjects. Additionally, the study also showed that Internet-based coaching programs may be able to efficiently help healthcare providers deliver cost-effective diabetes prevention and treatment programs with far less staff time and administrative burden.

After meeting with numerous conference attendees at the Scientific Sessions, and upon hearing support for the DPS program, Dr. Kaufman confirmed his convictions. "The health care industry understands that putting resources into prevention makes sense, and that a well-designed computer-based intervention that accurately mimics a human coach could help a large number of people prevent and treat terrible and costly diseases like diabetes."

About DPS

DPS extends the practice of medicine to meet current and future health threats. The increasing prevalence of lifestyle diseases and consumer driven treatments require new and improved ways to engage, enlighten and motivate individuals to adopt and sustain health promoting and disease prevention behaviors. DPS creates software solutions through an innovative, flexible and scalable technological platform (Behavior Change Suite™) based on research-proven lifestyle coaching methods. The DPS Weight Management division has developed the web-based Virtual Lifestyle Management service, based upon the Diabetes Prevention Program developed by the University of Pittsburgh. DPS is a licensee of this program for delivery through the VLM service. In addition, DPS has the Physical Activity Prescription™ to help sedentary and overweight adults become more physically active.

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