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For Immediate Release

DIABETES PREVENTION: TODO EL MUNDO LO NECESITA

(Barcelona, Spain) April 28, 2007 -- Neal Kaufman, M.D., M.P.H, CEO of Los Angeles-based Diabetes Prevention Source (DPS) traveled to Barcelona, Spain for the *2nd International Congress on Prediabetes and the Metabolic Syndrome* held April 25- 28, where over 2,500 international diabetes experts, pharmaceutical companies and scientists discussed the science of diabetes and its prevention, medical therapies, monitoring and treatment technologies and how to stem the epidemic of obesity and related complications. At the congress, Dr. Kaufman presented the abstract for a 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 proprietary 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 and metabolic syndrome to become more physically active.

The research suggests that an Internet-based personalized behavior change program designed to increase physical activity may be successful in increasing step counts and mitigating barriers for sedentary and overweight individuals. Additionally, the DPS study 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 or costly administrative burden.

"There was a great deal of attention from participants about how technology can be part of behavior change and diabetes prevention," said Dr. Kaufman, who met with international experts from countries including Bulgaria, Russia, Thailand, Japan, Australia and Israel – all of whom expressed interest in finding ways to make behavior change a reality. "They were eager to learn how DPS uses technology to help individuals change their lives in partnership with their own doctor."

Diabetes is the fourth leading cause of global death by disease, according to the International Diabetes Federation. "As we all know, however, type 2 diabetes is often preventable by adopting a healthy diet and increasing physical activity. That is exactly what our company addresses," says Kaufman.

About DPS

DPS extends the practice of medicine to meet current and future health threats. The increasing prevalence of life-style 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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