



For Immediate Release

Diabetic Connect, the Largest Online Community for Diabetics, Rolls Out New Social Networking Features

Tools are designed to strengthen social ties among people living with diabetes

Salt Lake City, October 5, 2010 — Alliance Health Networks announced today the launch of several enhancements to Diabetic Connect, the largest and fastest growing online social network for people living with diabetes. They include Twitter-like status updates for members to share how they feel in real-time, a “support wall” for sending virtual gifts such as flowers and hugs, and a Facebook-like feature for users to give positive feedback on product reviews, recipes, videos and other user-generated content.

Now approaching 300,000 registered members, Diabetic Connect is the leading social network for people affected by diabetes. The site attracts well over one million unique visits each month and is ranked 35th among the Internet’s top 50 most-visited health web sites. The new features announced by Alliance Health are designed to deepen the social bonds among the members of Diabetic Connect, and come on the heels of a growing body of research indicating that social ties play an important role in lifestyle changes that can improve an individual’s health and well-being.

A recent study by the Pew Internet and American Life Project suggests that people living with chronic illnesses such as diabetes are more likely to access user generated health content such as blog posts or participate in online discussions about health problems. DiabeticConnect.com, launched in June 2008 and the first of more than a dozen Alliance Health communities, enables members to participate in online conversations, discuss treatment options, exchange tips and share resources in an effort to cope with their disease. The features announced today build upon several new content and interactive tools announced earlier this year, including an online Health Center with doctor-approved reference materials, health videos by HealthiNation, and a weekly educational series produced by renowned diabetic blogger Amy Tenderich.

“DiabeticConnect.com is evolving rapidly to meet the needs of a growing number of people affected by diabetes,” said Alliance Health’s CEO, Stead Burwell. “These new features reinforce the value of sharing not just information and resources, but empathy and compassion. We know from experience and now new research that these too are vital to people’s health and well-being.”

About Alliance Health Networks

Alliance Health develops and hosts social health networks that unite individuals and market participants in online communities. Its first online health network, DiabeticConnect.com, is the largest online social network for people with diabetes. Alliance Health properties provide tools and services specifically designed to help members share health-related information and experiences. For more information call 801.355.6002 or visit AllianceHealthNetworks.com.