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Diabetes Health Premieres With World-Class Experts, Expanded Content and New Design

FAIRFAX, CA, June 2004—*Diabetes Health*, formerly *Diabetes Interview*, makes its debut with the June 2004 issue. The name change is part of a “makeover” that includes a redesign, expanded content and eight new monthly features.

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“Diabetes patients today want better information on how to live well, and longer, with their disease,” says Scott King, editor-in-chief of *Diabetes Health*. “We are happy to respond to this demand. Our expanded content and redesigned format help us showcase the best information available on diabetes self-care and management on the market today.”

NEW FEATURES

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Cruising for a Cure This new section by Deb Butterfield covers advances in islet transplantation and other news concerning a diabetes cure. Deb had type 1 diabetes for 24 years before she underwent a pancreas transplant that cured her diabetes. She founded the Insulin-Free World Foundation and DiabetesPortal.com and is the first non-physician to be elected to the councils of the International Pancreas and Islet Transplant Association and the Cell Transplant Society.

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Living Well With Diabetes discusses news and issues central to people with type 1 and 2 diabetes. Nationally renowned endocrinologists are among the experts who will offer their practical and helpful advice each month. Among the panel of prestigious editors are:

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Steven Edelman, MD, founder and director of Taking Control of Your Diabetes, a national nonprofit organization that promotes education, motivation and self-advocacy to people with diabetes and their loved ones via conferences, publications and community programs. Dr. Edelman is also a professor of medicine at the University of California, San Diego, and the Veterans Affairs Medical Centers.

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Daniel Einhorn, MD, FACE, the medical director and director of clinical research at the Scripps Whittier Institute for Diabetes in La Jolla, California, addresses reader questions about type 1 diabetes. Dr. Einhorn is a clinical endocrinologist with Diabetes and Endocrine Associates and an associate clinical professor of medicine at the University of California, San Diego.

Robert Tanenberg, MD, FACP, is a professor of medicine in the division of endocrinology at the Brody School of Medicine at East Carolina University and is the medical director of the East Carolina University Diabetes and Obesity Center. Each month, Dr. Tanenberg offers practical advice to help type 2s manage their condition and put them on the road to better living.

Food for Thought By popular demand, *Diabetes Health* provides an entire section filled with recipes, nutrition information, news about the latest food products and insights from experts on traditional and lower-carb eating lifestyles. Anne Blocker RD, CDE, is at the helm of our Nutrition Coach's Corner. Each month, Blocker—who is a registered dietitian and certified diabetes educator—will offer nutrition tips to people with diabetes. She has been helping people with diabetes fix dinner and alter recipes for over 18 years and understands how to translate medical advice into workable, everyday solutions.

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On the Go is a monthly column offering suggestions for incorporating exercise into your daily life. Ann Swank, PhD, professor and director of the Exercise Physiology Laboratory at the University of Louisville, Kentucky, is the On the Go editor. Dr. Swank currently receives funding from the National Institutes of Health to research the effects of exercise training on individuals with congestive heart failure.

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Technology Today offers reviews of the latest news about, perspectives on and concepts in diabetes technology from around the world. Technology Today will include three sections:

■■■■■ Up and Pumping News for insulin pumpers from expert Barbara Bradley, MS, RN, CDE, has been teaching diabetes self-management for 24 years and has trained individuals using Medtronic Minimed, Disetronic and Deltec insulin pumps.

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■■■■■ Meter News Rick Mendosa discusses blood glucose meters. A freelance journalist and consultant on diabetes, Mendosa has written for the major diabetes magazines and Web sites. He distributes “Diabetes Update” online each month and is a coauthor of “What Makes My Blood Sugar Go Up . . . and Down.”

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■■■■■ Software Diabetes Health publishes monthly reviews of the latest computer software designed to help manage diabetes, contributed by our software engineer with type 1, John Hughes.

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Notes From the Research Lab offers a roundup of the most intriguing current research about diabetes.

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Content like this makes *Diabetes Health* a must-read for people with diabetes and the professionals who care for them. Its distinct patient-centered editorial profile can be traced to the personal diabetes connections of staff and management.

Editor-in-chief Scott King, for example, has had type 1 diabetes for 29 years. He feels this connection gives *Diabetes Health* an advantage over other publications. □Our readers know that we walk the talk, every day.”

Publisher Nadia Al-Samarrie finds it advantageous to be self-published. □Our turn-around time is significantly less than the competition. And we can discuss controversial subjects without having to wait for a board to decide if such articles are politically correct.”

During the past year, the *Diabetes Health* team has published candid stories about diabetes and sex, dating, alcohol and recreational drugs, lower-carb diets, vitamin therapy and other alternative health care approaches.

Diabetes Health was recently a finalist in the 2004 Maggie magazine excellence awards.

Visit www.diabeteshealth.com or call (800) 488-8468 to request a free trial issue.

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