

PRODIGY®

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Prodigy Diabetes Care, LLC and Healthy Weight Commitment Foundation Tell Diabetes and Obesity to “TAKE A HIKE!”

Charlotte, NC – April 5, 2011 Prodigy Diabetes Care, LLC teams up with the Healthy Weight Commitment Foundation (HWCF) to motivate individuals to balance the calories they consume with the calories they burn through physical activity. Ultimately, PRODIGY® aims to reduce the risk of illness or death from uncontrolled diabetes and obesity.

HWCF brings together over 150 retailers, food and beverage manufacturers, government organizations, professional sports associations, and athletes dedicated to leading Americans to reduce obesity, especially childhood obesity. PRODIGY®, a company committed to improving diabetes management, is the first diabetes supplies manufacturer to join the HWCF coalition. Together they will help those living with diabetes, and the condition known as “diabesity,” make healthy life choices.

“We are partnering with HWCF to promote healthy lifestyles for all diabetics so they will feel better today and avoid diabetic complications tomorrow,” shares Jerry Munden, Vice President of Business Development for PRODIGY®.

This first-of-its-kind coalition will produce educational materials and tools to motivate individuals to eat healthy, be more active, and prevent future health complications. “We understand that this will take minor but difficult lifestyle changes, but it is important to equip our patients, and the population, with the tools to achieve healthy weight and motivate them to become more active to save their lives,” Jerry concludes.

To learn more on how to tell diabetes and obesity to “TAKE A HIKE!” visit www.prodigymeter.com.

ABOUT PRODIGY DIABETES CARE, LLC

Prodigy Diabetes Care, LLC is a privately owned company headquartered in Huntersville, NC, that researches, develops, manufactures, and distributes technology-based diabetes products for all diabetics. The PRODIGY® product line offers “talking” meters, which are especially beneficial to the low-vision and blind diabetic market. The PRODIGY Voice® is the only meter for blind and low-vision diabetics to earn awards from both the National Federation of the Blind and the American Foundation for the Blind. For more information on Prodigy®, please visit www.prodigymeter.com or call 1.800.366.5901.

ABOUT HEALTHY WEIGHT COMMITMENT FOUNDATION

The Healthy Weight Commitment Foundation is a first-of-its kind coalition that brings together over 150 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, and professional sports association, trade associations, NGOs and the Army. The Foundation focuses on activities in the schools, the workplace and the marketplace to promote healthy weight among Americans by balancing the energy they consume with the energy they expend through physical activity.