



What To Watch

New TV Show Focuses On Growing Diabetes Epidemic

(NAPSA)—Howard Steinberg, a successful marketing entrepreneur diagnosed with diabetes at age 10, wants to make life easier for Americans with diabetes. That's particularly good news considering that according to the U.S. Centers for Disease Control and Prevention, one in three Americans born in 2000 will develop diabetes. Of the over 18 million Americans with the disease, 88 percent are not managing it to minimal standards and over five million don't even know they have it.

Steinberg is the creator of "dLifeTV," an entertaining new diabetes lifestyle show—with a serious mission. Diabetes is a leading cause of heart and kidney disease, blindness, amputation and even death. Awareness, education and motivation to manage the condition can help many avoid these catastrophic consequences. "A TV show about diabetes is not only a breakthrough; more importantly...it will save lives," said Steinberg, who has successfully managed his diabetes for 36 years and knows how much work and support it takes. "The time has come to wake up America."

Nicole Johnson Baker, Miss America 1999 and author, who is also living with diabetes, is one of dLifeTV's co-hosts. She agrees that the show will help people with diabetes and those around them understand and better manage the illness. "Diabetes is not easy," said



dLife hosts on the set of their weekly diabetes lifestyle show. (L to R: Jim Turner, Mother Love, Nicole Johnson Baker, J. Anthony Brown)

Johnson Baker. "It's a daily balancing act of blood sugar testing, medicine, diet, exercise and lifestyle. dLife will help people live better."

Joining Nicole Johnson Baker are Mother Love, J. Anthony Brown, Jim Turner and fitness correspondent Gary Hall Jr., the Olympic gold medal swimmer, all of whom live with diabetes. Dr. Bob Arnot is medical correspondent. Celebrity guests and diabetes experts will cover the latest information about research, fitness, and nutrition, and offer motivating tips.

Produced by dLife—For Your Diabetes Life, dLifeTV airs every Sunday on CNBC starting March 20 at 7 PM Eastern, 4 PM Pacific. For more information about dLifeTV and to take a simple quiz to see if you are at risk for diabetes, go to www.dLife.com.