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News Release

HealthPartners announces plans to enhance mobile communications

Minneapolis, Minn. July 19, 2010 - HealthPartners 1.3 million mobile subscribers will soon receive enhanced services, thanks to an agreement with Diversinet Corp., a leading innovator of secure mobile applications. HealthPartners has licensed the company's MobiSecure Health platform to support applications, developed with Diversinet, to build upon the HealthPartners mobile portfolio. HealthPartners plans to begin rolling out applications this fall.

Initially, HealthPartners will offer programs to help subscribers communicate with their care managers via secure, two-way messaging on a range of smart phones and devices that the MobiSecure platform supports, including the Apple iPhone, Google Android, RIM BlackBerry, Windows Mobile, Symbian and Palm devices.

The first users will be women with high-risk pregnancies, as well as patients with chronic illnesses who have been recently discharged from hospitals. Goals will include avoiding premature births and reducing hospital readmissions.

"The new Diversinet-powered applications will enable us to extend our commitment to use technology to reach our members how and when it's convenient for them," said Scott Aebischer, senior vice president, customer services and product innovation. "The MobiSecure platform also surpasses other solutions in delivering broad device support, wide functionality, and easy-to-understand features."

"We are delighted that such an innovative, respected healthcare payer and provider has selected our MobiSecure platform to advance its mobile outreach," said Mark Trigsted, Diversinet executive vice president, healthcare. "HealthPartners' vote of confidence demonstrates early results of our strategic focus on mobile healthcare. We look forward to working with HealthPartners to leverage our secure, connected and simple solution to meet its needs."

Babette Apland, HealthPartners senior vice president, health and care management, said: "Diversinet's platform will enable us to communicate with and increasingly monitor patients in a more personalized, more detailed and continuous manner. We expect the new applications to contribute to our ongoing efforts to improve quality of care, patient outcomes and affordability."

About HealthPartners

Founded in 1957, the \$3 billion HealthPartners (www.healthpartners.com) family of health care companies serves 1.25 million members and provides care to over 500,000 patients in our HealthPartners care delivery system, which includes 70 clinics and three hospitals. It is the largest consumer-governed, nonprofit health care organization in the nation, providing care, coverage, research and education to improve the health of members, patients and the community. HealthPartners is among the top 25 best private health plans in the nation and the top ranked plan in Minnesota according to U.S. News & World Report/NCQA "America's Best Health Insurance Plans 2009-10."

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