



## FOR IMMEDIATE RELEASE

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### Animas® Vibe™ Insulin Pump with Latest Dexcom CGM Technology Now Available in Canada<sup>1</sup>

*Sebastien Sasseville, the first Canadian to wear the Animas® Vibe™, to run solo, coast-to-coast across Canada to Inspire Canadians Living with Type 1 Diabetes*

**BURNABY, BC**, January 23, 2014 – Animas Canada, a division of LifeScan Canada Ltd., today announced the launch of the Animas® Vibe™ insulin pump and CGM system<sup>2</sup> in Canada, providing a new diabetes management solution for Canadians living with Type 1 diabetes.

Animas® Vibe™ is an insulin pump with integrated continuous glucose monitoring (CGM), featuring the Dexcom G4® sensor, the latest sensor technology from Dexcom. The launch of Animas® Vibe™ marks the first time this advanced CGM sensor technology from Dexcom is available as an integrated system with a pump to Canadians. Continuous glucose monitoring with Animas® Vibe™ is indicated for adults ages 18 years and older only.

In celebration of the Animas® Vibe™ launch, Animas Canada is supporting Outrun Diabetes, a project spearheaded by world renowned Canadian athlete and adventurer Sebastien Sasseville who has been living with Type 1 diabetes since 2002. He calls it “a run across Canada to Outrun Diabetes” and plans to run 7,500 km solo – the equivalent of 180 marathons – in nine months across Canada. The goal of this initiative is to inspire Canadians living with diabetes to live their lives to the fullest and not let diabetes stand in the way of pursuing their highest potential. Sasseville will depart on Feb. 2, 2014, from St. John’s, Newfoundland and conclude his run on World Diabetes Day (Nov. 14, 2014) in Vancouver, British Columbia. Along the way, Sasseville will be making many stops in cities across Canada and will be participating in hundreds of community events. There will also be opportunities for members of the public to run with Sasseville at points along his route.

Expanding the global presence of Animas® Vibe™ has been a top priority for Animas, and today marks its introduction to North America. Animas® Vibe™ is also currently available in Europe, Australia, and New Zealand.

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### **Key Facts:**

- Animas Corporation has launched Animas® Vibe™, the only continuous glucose monitoring (CGM)-enabled insulin pump system with Dexcom G4® CGM sensor technology, in Canada.
- Animas® Vibe™ brings together world class Animas® insulin pump technology with the most advanced CGM sensor technology available from Dexcom.
- CGM technology has been shown to provide improved glycemic control in adult patients over 25 via lower HbA1c levels, less frequent hypoglycemia, and reduced glucose variability.<sup>3</sup>
- Animas® Vibe™ is the first and only CGM-enabled insulin pump with a high-contrast colour screen, featuring colour-coded trend lines and arrows to indicate direction and rate of glucose change, revealing trends at a glance.
- Sebastien Sasseville is the first Canadian to wear the Animas® Vibe™ insulin pump and CGM system, and will be embarking on a solo cross-Canada run on February 2, 2014.
- Continuous glucose monitoring with Animas® Vibe™ is indicated for adults 18 years and older only.

### **Quotes:**

**Paul Flynn, North American Sales Director, Animas Corporation, said:** “The addition of Animas® Vibe™ to our insulin pump portfolio in Canada demonstrates our commitment to bringing world class technology solutions to people living with diabetes. At Animas, we know that diabetes is not ‘one size fits all,’ and the ability to choose a pump that best suits a patient’s individual needs is critical to successful disease management.”

**Dr. Brian Levy, Chief Medical Officer, Animas Corporation, said:** “Clinical studies have shown that patients who use CGM experience significant improvement in blood glucose control.<sup>4</sup> The launch of Animas® Vibe™ in Canada provides a new option for patients looking for an insulin delivery system with CGM capabilities.”

**Sebastien Sasseville, Outrun Diabetes, said:** “I’m thrilled to have Animas support this project as I know they share a passion for encouraging people with diabetes to live life to the fullest. And for my personal diabetes management, I’m excited to now have Dexcom’s CGM technology integrated into an Animas® pump, and couldn’t be more proud to be the first Canadian to wear the Animas® Vibe™!”

### **About Animas Corporation**

With a shared vision of “creating a world without limits” for people with diabetes, Animas is a part of the Johnson & Johnson Diabetes Solutions Companies, a cross-company collaboration that reflects an ongoing commitment to better serve the diabetes community with integrated solutions that meet the needs of people with diabetes. Animas has a portfolio of insulin pump systems for people living with

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diabetes, including the OneTouch® Ping® Glucose Management System (insulin pump and meter-remote) and the Animas® Vibe™ insulin pump and CGM system. Animas, from the Latin word meaning “true inner self or soul,” has been committed since 1996 to meeting individual diabetes patient needs through the development of life-performance technology and customer service 24 hours a day, 7 days a week, 365 days a year. To learn more about Animas in Canada, visit <http://www.Animas.ca/>. The French website at <http://www.Animas.ca/fr> is expected to go live the week of January 27<sup>th</sup>, 2014.

### **About Sebastien Sasseville and Outrun Diabetes**

Sebastien Sasseville was diagnosed with Type 1 diabetes in 2002. In 2008, he became the first Canadian with Type 1 diabetes to reach the summit of Mount Everest. Several years later, Sebastien competed in the mythical Sahara Race in Egypt, a 250km self-supported ultra-marathon. And he is a six-time Ironman finisher. From Mount Everest to the Sahara, Sebastien Sasseville had to reinvent himself to succeed. He has dedicated his life to empowering and inspiring others to challenge the limits of their potential – to be their own hero - and lives that message by example. In 2014, Sebastien Sasseville will run across Canada – a 7500 km run (equivalent to 180 marathons) in nine months – to inspire millions of Canadians living with diabetes to take control of their disease and promote healthy lifestyles. To learn more about OutRun Diabetes, please visit [www.OutrunDiabetes.ca](http://www.OutrunDiabetes.ca) or [www.vaincrelediabete.ca](http://www.vaincrelediabete.ca)

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<sup>1</sup> Animas® Vibe™ insulin pump and CGM system uses Dexcom G4® technology, the latest sensing technology available from Dexcom.

<sup>2</sup> Continuous glucose monitoring with Animas® Vibe™ is indicated for adult patients 18 years and older only.

<sup>3</sup> Tamborlane, W. Beck, R., Buckingham, B. *New England Journal of Medicine*. 2008; 359:1464-76. Continuous Glucose Monitoring and Intensive Treatment of Type 1 Diabetes. (Pg. 1470) 2. Garg S, Jovanovic L. Relationship of fasting and hourly blood glucose levels to HbA1c values: safety, accuracy, and improvements in glucose profiles obtained by using a 7-day continuous glucose sensor. *Diabetes Care*. 2006;29 (12):2644-2649 pg. 2644, 2648.

<sup>4</sup> Tamborlane, W. Beck, R., Buckingham, B. *New England Journal of Medicine*. 2008; 359:1464-76. Continuous Glucose Monitoring and Intensive Treatment of Type 1 Diabetes. (Pg. 1470).

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