

DIVERSINET SIGNS LICENSING AGREEMENT WITH BLUE CROSS OF NORTHEASTERN PENNSYLVANIA

MobiSecure Wallet and Vault to Provide Secure Mobile Access to Personal Health Records

TORONTO, Canada, January 29, 2007 – Diversinet Corp. (OTCBB: DVNTF), a leading provider of mobile authentication security and access solutions, today announced it has signed a licensing agreement with Blue Cross of Northeastern Pennsylvania (BCNEPA) for Diversinet’s MobiSecure™ Wallet and Vault security products, also announced today. Based on Diversinet’s MobiSecure soft token technology, the MobiSecure Wallet and Vault products will deliver the required HIPAA-compliant security to provide BCNEPA members an advanced new medical care service offering immediate, universal access to personal medical records by individuals and health care providers through their mobile phones, handheld wireless devices and personal computers. *(Editors: See accompanying press release, “Diversinet Debuts MobiSecure Wallet and Vault to Fight Identity Theft.”)*

Initially, Diversinet will deliver this solution for 100,000 users over the first half of 2007. The solution will eventually be offered to all BCNEPA members (approximately 600,000) in 13 counties in Northeastern and North Central Pennsylvania.

“We are excited to offer the MobiSecure Health solution to our BCNEPA members and providers. The solution will make personal health records secure and available anytime, anywhere which supports our mission to make quality health care affordable,” said Drew Palin M.D., chief development officer of BCNEPA. “Secure portability of medical records at the time of care, the convenience and peace of mind in being able to receive fast and secure coverage confirmation – all accessed securely through a mobile device – make the MobiSecure Health solution a trendsetting product that will enable our members to take control of their health care information.”

Palin anticipates health benefits for BCNEPA members through the immediate, universal access to medical records – as well as greater peace of mind – as secure, efficient, cost-effective health care puts the patient in control. The new system will also:

- Confirm eligibility and coverage at the time of service;
- Reduce duplicate tests, medical errors and administrative costs;

- Offer accessible and manageable personal health information via a cell phone; and
- Display and transmit vital information to practitioners by email, SMS or facsimile.

“Diversinet continues to attract new customers by fulfilling market needs for secure mobile access solutions, and we are extremely pleased to have Blue Cross of Northeastern Pennsylvania recognize the value in our products,” said Nagy Moustafa, CEO of Diversinet. “Diversinet will focus on other applications in health care and insurance, in addition to the financial services industry, where MobiSecure Wallet and Vault products have the potential to help facilitate new customer services and revenue streams.”

About Blue Cross of Northeastern Pennsylvania

Blue Cross of Northeastern Pennsylvania is an independent licensee of the Blue Cross and Blue Shield Association headquartered in Wilkes-Barre, Pennsylvania. It offers a comprehensive portfolio of health insurance products and administrative services to approximately 600,000 individuals in 13 counties in Northeastern and North Central Pennsylvania. The company’s mission is to provide innovative solutions that support more affordable health care, promote personal accountability for health and wellness, and offer superior service and partnership to employers, members, and providers.

About Diversinet

Diversinet Corp. (OTCBB: DVNTF) is a leading provider of wireless authentication and access solutions that secure the personal identity, transactions and data of consumers over almost any mobile phone or handheld device. Diversinet’s reliable, end-to-end OTP (one-time password) solutions enable cost-effective strong authentication and instant and secure access to critical personal records, helping businesses reduce identity theft, expand customer offerings, increase revenues and comply with regulations.

Diversinet’s customers include major banks, financial institutions, health services organizations, software security vendors, entertainment and gaming companies, and memory and storage manufacturers. The company’s unique technology and suite of products include MobiSecure Strong Authentication and MobiSecure Wallet and Vault. For almost a decade, Diversinet has built a record of accomplishment and innovation with world-leading expertise in

the authentication security and mobility sectors. For further information, please visit Diversinet's web site is: www.diversinet.com.

###

™ Diversinet patented or patent pending technologies.

The Private Securities Litigation Reform Act of 1995 provides a “safe harbor” for forward-looking statements. Certain information included in this press release (as well as information included in oral statements or other written statements made or to be made by the company) contains statements that are forward-looking, such as statements relating to anticipated future revenues of the company and success of current product offerings. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future and, accordingly, such results may differ materially from those expressed in any forward-looking statements made by or on behalf of the company. For a description of additional risks and uncertainties, please refer to the company's filings with the Securities and Exchange Commission.

Media Contacts:

Patrick Corman
Corman Communications, LLC
650-326-9648
patrick@cormancom.com

Investor Relations:

Gary Geraci
President
The Equity Performance Group
617-723-2373
gary@equityperfgp.com