

Diversinet Closes \$5 Million Strategic Investment from Blue Cross of Northeastern Pennsylvania

TORONTO, Canada, September 4, 2007 – Diversinet Corp. (OTCBB: DVNTF), a leading provider of wireless data application and security infrastructure products and services, today announced it has successfully closed U.S.\$5.0 million in new funding through a private placement with Hospital Service Association of Northeastern Pennsylvania, d/b/a Blue Cross of Northeastern Pennsylvania (“BCNEPA”).

Funding will be provided through the sale and issue of 6,756,757 shares by way of private placement at U.S.\$0.74 per share for gross proceeds of U.S.\$5,000,000. Under the funding agreement, William C. Reed, executive vice president for BCNEPA will join the Diversinet Board. The company will use this funding for working capital purposes and general operations.

“We welcome Bill to the Board and his experience gained in the health care industry will be invaluable as Diversinet moves forward,” said Albert Wahbe, CEO and Chairman of Diversinet.

Prior to joining BCNEPA, Mr. Reed held numerous management positions in healthcare provider organizations including Gentiva Health Services, Quantum Health Resources, and Geisinger Health System. Mr. Reed received his Bachelor of Science in business administration from Drexel University and his Master of Science in computer science from Rutgers University.

After completion of the private placement, there are 41,742,075 shares issued and outstanding, and 54,121,972 shares on a fully diluted basis. The common shares cannot be re-sold in the public markets until a registration statement has been filed and declared effective by the U.S. Securities and Exchange Commission. This press release does not represent an offer to buy or to sell any securities. No investment banker commissions were paid in connection with this transaction.

About Diversinet

Diversinet Corp. (OTCBB: DVNTF) is a leading provider of wireless data application and security infrastructure products and services 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. Connect with Diversinet Corp. at www.diversinet.com.

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.

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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 is made pursuant to the "safe harbor" provisions of the US Private Securities Litigation Reform Act of 1995 and any applicable Canadian securities legislation and are subject to important risks, uncertainties and assumptions 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 (including its annual report and financial statements) with the Securities and Exchange Commission and SEDAR.

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