

DIVERSINET LAUNCHES INVESTOR RELATIONS PROGRAM

Toronto, Ontario, October 6, 2009 – Diversinet Corp. (TSX Venture: DIV, OTCBB: DVNTF), a leading provider of secure application platforms for the mobile world, has retained two leading investor relations firms to direct its strategic communications and investor outreach programs in Canada and the United States.

In Canada, Diversinet has retained The Equicom Group Inc. (“Equicom”), a wholly-owned subsidiary of the TMX Group and, in the United States, Diversinet has retained the Liolios Group Inc. (“Liolios”). Both companies will provide Diversinet with strategic investor relations and financial communications services.

“Over the course of the past two years, we have significantly expanded the scope of our suite of products, secured strategic partnerships, and are well on our way in establishing an international distribution network,” said Albert E. Wahbe, Chairman and Chief Executive Officer of Diversinet. “We believe that our efforts have made Diversinet a leading secure mobile platform for the rapidly evolving mobile world and we are now ready to initiate a formal investor relations program to introduce our story to North American investors.”

The initial term of the Equicom agreement is one year, for which Diversinet has agreed to pay annual fees of Cdn\$72,000. The Liolios agreement initial term is three months, for which Diversinet has agreed to pay fees of US\$15,000 and, subject to TSX approval, 17,500 warrants to acquire Diversinet common shares at US\$1.00 per common share. Neither Equicom or Liolios, nor the principals of either company has an ownership interest, directly or indirectly, in Diversinet or its securities.

About Diversinet Corp.

Diversinet Corp. (TSX Venture: DIV, OTCBB: DVNTF) is a leading provider of secure application platforms for the mobile world utilizing 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 MobiSecure Wallet and Vault products provide global, secure and cost effective applications to mobilize personal health records, financial services transactions and identity protection management. Connect with Diversinet Corp. at www.diversinet.com.

About The Equicom Group Inc.

Equicom, a wholly-owned subsidiary of TMX Group Inc., is Canada’s leading provider of investor relations and strategic corporate communications services. With proven expertise in developing and executing highly effective strategic communications programs, and an extensive network of investment community contacts, Equicom specializes in helping clients achieve their capital markets objectives. Equicom offers a comprehensive suite of services including: investor relations, media relations, annual report production, multimedia and web design, web casting, live event management and corporate branding. Equicom is headquartered in Toronto, with offices in Montreal and Calgary. For further information, please visit www.equicomgroup.com.

About Liolios Group Inc.

Liolios Group, Inc. is a highly selective and comprehensive investor relations firm specializing in small and micro-cap companies. The company aims to deliver superior performance in corporate messaging and positioning, investor awareness, analyst and financial press coverage, and capital attraction. Founded in 1996 in Newport Beach, California, Liolios Group partners each have more than 15 years experience in finance and investments, and have represented more than 120 companies in a wide range of industries. For more information about Liolios Group, go to www.liolios.com.

The Private Securities Litigation Reform Act of 1995 and Canadian securities laws provide a “safe harbour” 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 and the term of the agreement with AllOne Mobile Corporation. 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 available at www.sec.gov and Canadian securities regulatory authorities available at www.sedar.com.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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