



Diversinet Licenses MobiSecure® Platform to HealthPartners

Healthcare Payer and Provider to Use Secure Mobile Healthcare Applications To Improve Convenience, Quality of Care and Affordability for Subscribers

TORONTO, July 19, 2010 – [Diversinet Corp.](#) (TSX Venture: DIV, OTCBB: DVNTF), a leading innovator of secure mobile applications, announced that [HealthPartners](#), the largest consumer-governed, nonprofit healthcare organization in the United States, has licensed Diversinet's MobiSecure® Health platform to enhance mobile communications with its 1.3 million subscribers.

Under a renewable multi-year agreement, HealthPartners will use Diversinet's platform to support applications, developed with Diversinet, to build upon HealthPartners' mobile portfolio. HealthPartners plans to begin rolling out applications later in the year.

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.

“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.”

“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, HealthPartners Senior Vice President, Customer Services and Product Innovation. “We know we can rely on Diversinet’s proven ability to provide secure, two-way communications for the healthcare industry. The MobiSecure

platform also surpasses other solutions in delivering broad device support, wide functionality, and easy-to-understand features.”

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 Diversinet

Diversinet Corp. (TSX Venture: DIV, OTCBB: DVNTF) provides the healthcare industry with applications that securely connect people with their healthcare information, providers and payers – anyway, anytime and anywhere. Diversinet’s reliable, end-to-end MobiSecure platform offers global, secure and cost-effective applications to meet rapidly growing needs for mobile personal health records. Connect with Diversinet Corp. at www.diversinet.com. Healthcare. Connected and Protected.

About HealthPartners

Founded in 1957, the HealthPartners (www.healthpartners.com) family of health care companies is the largest consumer-governed, nonprofit health care organization in the nation. For the fifth year in a row, HealthPartners is rated one of the best commercial health plans in the nation by *U.S. News & World Report*, NCQA’s “America’s Best Health Insurance Plans 2009-10.” The HealthPartners family of health plans includes HealthPartners, Inc., Group Health Plan, Inc., HealthPartners Insurance Company, and HealthPartners Administrators, Inc.

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 the 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 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.

MobiSecure is a registered trademark of Diversinet Corp.

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