



## **Diversinet Appoints Healthcare IT Veteran Mark Trigsted as Executive Vice President, Healthcare**

**TORONTO, July 6, 2010** – [Diversinet Corp.](#) (TSX Venture: DIV, OTCBB: DVNTF) has appointed veteran healthcare IT executive Mark Trigsted to the new position of executive vice president, healthcare, with responsibilities for global business development and sales.

Trigsted will lead expansion of Diversinet’s partner network and customer base in the rapidly growing market for mobile healthcare applications that easily and securely connect people with their healthcare information, providers and payers.

“We welcome Mark as a valuable addition to our team,” said Albert Wahbe, Diversinet’s chairman and CEO. “Mark’s deep knowledge of healthcare information technology and his extensive experience in successfully introducing products make him the ideal leader of our efforts in mobile healthcare.”

Trigsted brings to Diversinet more than 25 years of experience in healthcare IT. He has held a number of senior management positions in which he has managed sales, marketing and business development for startups, as well as established companies, such as McKesson Corporation. Trigsted has developed and implemented several winning go-to-market strategies, and maintains close relationships with large national healthcare organizations across the United States.

“Diversinet and the market demand for its unique, secure mobile platform are both at an inflection point,” Trigsted said. “The company has introduced the right technology at the right time to meet emerging needs for secure, accessible mobile solutions to improve patient care and outcomes, reduce healthcare costs, and decrease medical errors.”

He added, “Diversinet’s MobiSecure® Health platform stands alone in its support of all major mobile devices and operating systems, breadth of applications, deep security protections, flexibility, and simplicity.”

Trigsted is responsible for expanding Diversinet’s sales capabilities to provide solutions tailored to the needs of healthcare payers and providers, medical-device manufacturers, systems integrators, and related technology companies.

In his previous position as vice president and general manager at McKesson, Trigsted managed some of the largest customer relationships in the U.S. healthcare market. He has also served in executive sales and business development roles with several healthcare IT companies and service providers, including 1-800-Doctors, Sysware Healthcare Systems, HEALTHvision, Sunquest Information Systems, Oacis Healthcare Systems and GE Medical Systems.

### **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](http://www.diversinet.com). Healthcare. Connected and Protected.

*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](http://www.sec.gov) and Canadian securities regulatory authorities available at [www.sedar.com](http://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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