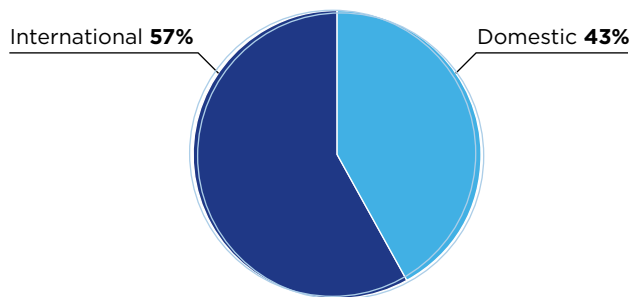


Domestic & International Attendance

GROWTH CONTINUES

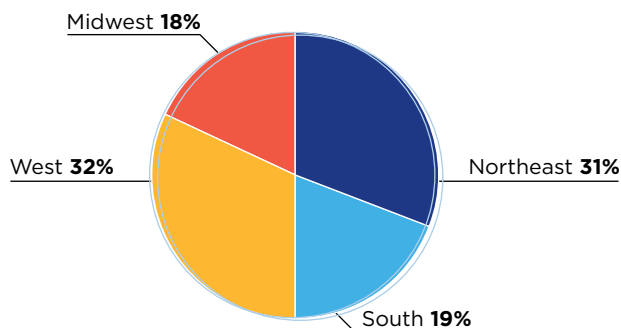
Domestic attendance was up an additional percentage point over 2010, while international attendance was level — accounting for 57% of the total professional attendance in San Diego.

Total

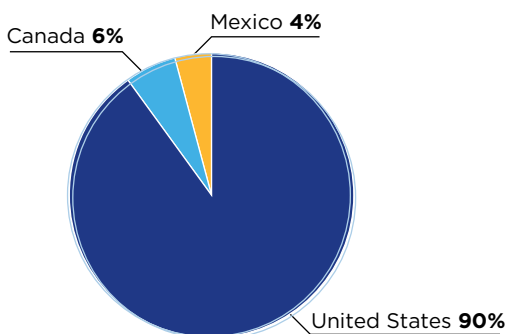


Total Professional Attendance: **14,011**

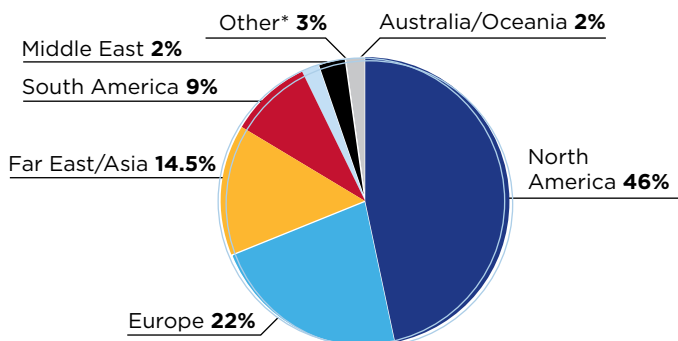
Domestic



North America



Worldwide



*Central America 2% Africa >1% Carribean >1%

MEDIA EXPOSURE

The Scientific Sessions received media coverage prior to, during, and after the meeting from US and International health, medical, lifestyle and business media outlets. Major international news services and media outlets including MSNBC, Reuters, Reuters Health, Bloomberg, CNBC, *The Wall Street Journal*, *The Washington Post*, WebMD, and HealthDay. Their coverage was picked up by hundreds of regional media outlets throughout the world, particularly in North America, generating over 1.1 billion audience impressions within the first week.



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American Diabetes Association.



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