

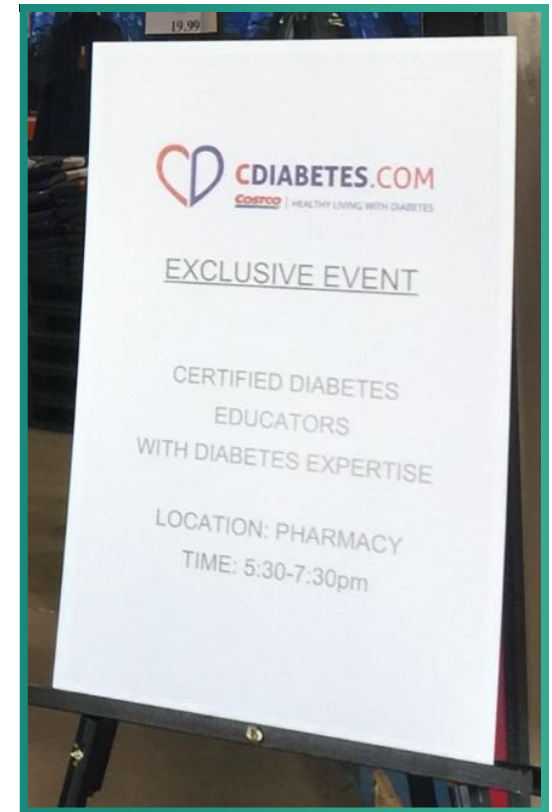


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COSTCO HEALTH PROFESSIONAL EVENTS

Costco warehouses in Columbus, Ohio, and Spokane, Washington, recently held Health Professional Events for Diabetes Healthcare Professionals and Certified Diabetes Educators. These were firsts for both warehouse locations, and both were successes.

In Columbus, there were 14 attendees. Spokane had 9 attendees in addition to the Certified Diabetes Educators who led the healthy store tours, using the Costco Healthy Shopping Guide at cdiabetes.com/guide.



Laura Poland, President-Elect of the Columbus Dietetic Association, said this:

"I thought the event was great! The dietitian leading the tour was fantastic. It was nice the way they had the tour set up with the gathering area, brief talk and food to start and then the tour. I believe we ended up with about 6 dietitians from the Columbus Dietetic Association and I was hearing positive feedback from them regarding the tour.

It's nice to know that Costco will support us if we have a group of clients we would like to give a tour to. I do monthly "dining with the dietitian" events, I may throw in a Costco tour in next year."



At both events, attendees learned in a group setting how Costco promotes wellness and can help their patients with heart disease, diabetes and prediabetes.



Attendees also learned that Costco carries many healthy foods, including more organic foods than whole foods, and has great prices at their pharmacies. They also have an Optical Department, and offer many free health screenings.



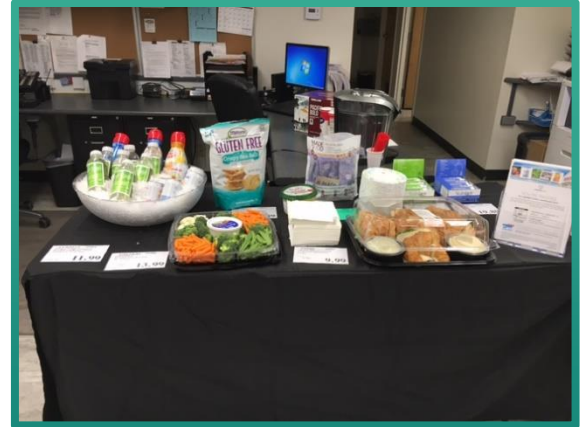


Costco Marketing professionals at both locations helped coordinate the events, and are working with the healthcare professionals in attendance to lead their own healthy shopping tours at Costco. They will also reach out to other healthcare professionals and diabetes educators in their areas for future Events and healthy shopping programs.

To get a better idea about the types of healthy food options available at Costco, read Laura Poland's article about her healthy shopping tour of Costco, which can be found on the [cdiabetes.com](http://cdiabetes.com/building-a-healthy-plate-at-costco/) website at <http://cdiabetes.com/building-a-healthy-plate-at-costco/>. Other attendees also plan on writing articles for cdiabetes.com, to share important consumer information, and to help promote Costco.



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The Costco Warehouse store in Yorba Linda, CA, recently held their first Health Professional Event for Diabetes Healthcare Professionals and Certified Diabetes Educators.

There were eight guests from local area hospitals. Event speakers included Masood, the Costco Pharmacist, Candi from the Optical Department and Steve from the Hearing Aid Department. This was followed by a tour of the warehouse and pharmacy.

SAMPLE INVITATION TO A COSTCO DIABETES HCP EXPO

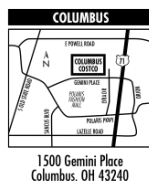
COSTCO DIABETES HCP EXPO

FREE
HEALTHY
REFRESHMENTS


**HEALTHCARE
PROFESSIONALS**

You're invited to a guided Costco warehouse tour!

Gain in-depth knowledge of the exceptional health and wellness products available, and learn how to help your patients shop smarter at Costco. Plus, receive a free copy of the Costco Diabetes or Heart Healthy Shopping Guide. The more you know, the better you can educate your patients on the benefits of shopping at Costco.



WEDNESDAY, NOVEMBER 16
5:30 – 7:30 p.m.
Light, healthy refreshments will be served.

To RSVP contact:
Marketing Manager
(614) 987-1900, ext. 405

EXCLUSIVE
OFFERS



EXCLUSIVE OFFER AT THIS EVENT:

Join as a new Executive Member and receive a **\$20 Costco Cash Card***
Or, join as a new Gold Star or Business Member and receive a **\$10 Costco Cash Card***

* Offer is valid only for nonmembers for their first year of membership. Limit one offer per household. Offer is nontransferable and may not be combined with any other offer or coupon. You must join in person with a Costco representative. Costco Cash Cards are not redeemable for cash. A Costco membership is \$55 a year. An Executive Membership is an additional \$55 upgrade fee a year. Each membership includes a free Household Card. Please include sales tax in all applicable states. Costco accepts all Visa® cards, Costco credit cards, cash, checks, debit/ATM cards, EBT and Costco Cash Cards. Departments and product selection vary by location.

Offer expires: 11/30/16 • Awareness code: 62000



Local diabetes HCPs learn to shop for diabetes and heart healthy products at Costco. They are then “trained” to offer healthy shopping tours for their own patients and clients.



Program offers healthy Costco products and samples for invited HCPs to enjoy and promote to their patients.



Go to cdiabetes.com/guide
for a **FREE** Costco Diabetes
and Heart Healthy
Shopping Guide!

