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## **Ready2Go™ Draft Winners Join Pro Football MVP Adrian Peterson in Educational Video About Anaphylaxis Preparedness**

### **Video Will Aim to Address Gaps in Knowledge About Life-Threatening (Severe) Allergies**

PITTSBURGH, Aug. 25, 2014 /PRNewswire/ -- Mylan Specialty, the fully integrated specialty pharmaceutical business of Mylan Inc. (NASDAQ: MYL), and pro football player and EpiPen® (epinephrine) Auto-Injector spokesperson Adrian Peterson today announced the three winners of the [Ready2Go™ MVP Draft](#), a nationwide search to find kids who have potentially life-threatening (severe) allergies and are prepared to respond should a life-threatening allergic reaction (anaphylaxis) occur.

To visit the multimedia assets associated with this release, please click: <http://www.multivu.com/players/English/7162231-mylan-ready2go-mvp-draft-anaphylaxis-preparedness/>

The winners recently joined Peterson to film an educational video aimed at helping people recognize the signs and symptoms of anaphylaxis and how to respond if it occurs. Results from a recent survey\* showed that 50% of parents of children with severe allergies are concerned that they would not know what to do if their child experienced anaphylaxis. These and other statistics inspired the *Ready2Go* campaign and highlight the need for further education.

"When I experienced anaphylaxis, I didn't know I had a life-threatening allergy, what I was experiencing or how to respond," said Peterson, who was shown how to administer an EpiPen Auto-Injector into his outer thigh by his athletic trainer. "This experience taught me that life happens, so I need to be prepared. The *Ready2Go* campaign is my way of sharing what I learned about being prepared and calling on other people to do the same."

Being *Ready2Go* means avoiding your allergic triggers, knowing the signs and symptoms of anaphylaxis, having access to two EpiPen Auto-Injectors at all times and seeking emergency medical care if anaphylaxis occurs.

The *MVP Draft* winners were selected based on the educational and inspiring nature of the tips shared and the creativity and originality of the entry. Submissions captured important lessons including talking to restaurant staff and reading labels to avoid allergic triggers. One winner from each of three age groups was selected:

- Age group 5-9: Evan Johnson, 7 years old, Frisco, Texas
- Age group 10-13: Nathaniel Campen, 10 years old, Rosemount, Minn.
- Age group 14-18: Katherine Schug, 14 years old, Scotch Plains, N.J.

The *Ready2Go* educational video will debut on [Ready2Go.com](#) this fall. The website features information about anaphylaxis, Peterson's personal experience with severe allergies, and information about the EpiPen Auto-Injector, including important safety information and prescribing and patient information.

Adrian Peterson is a paid spokesperson of Mylan Specialty.

#### **About Anaphylaxis**

Anaphylaxis is a life-threatening allergic reaction that has many possible triggers, occurs quickly, without warning, and must be treated immediately with epinephrine. Symptoms may include hives or redness of the skin, tightness in the throat, nausea, dizziness, breathing problems, a decrease in blood pressure and/or fainting. Anaphylaxis can be caused by triggers, such as food, stinging and biting insects, medicines, latex or even exercise. While symptoms of an allergic reaction vary from person to person, reactions can quickly progress to become life-threatening.

An epinephrine auto-injector, such as EpiPen Auto-Injector, should be given at the first sign of anaphylaxis, followed by seeking immediate emergency medical care. Delays in epinephrine administration have been associated with negative health consequences, even possibly death. Antihistamines are useful for treating hives or other skin symptoms but they do not treat the life-threatening symptoms of anaphylaxis.

#### **Indications**

EpiPen® (epinephrine) 0.3 mg and EpiPen Jr® (epinephrine) 0.15 mg Auto-Injectors are for the emergency treatment of life-

threatening allergic reactions (anaphylaxis) caused by allergens, exercise, or unknown triggers; and for people who are at increased risk for these reactions. EpiPen and EpiPen Jr are intended for immediate self administration as emergency supportive therapy only. Seek immediate emergency medical treatment after use.

### **Important Safety Information**

EpiPen Auto-Injectors contain a single dose of epinephrine, which you inject into your outer thigh. **DO NOT INJECT INTO YOUR VEIN, BUTTOCK, FINGERS, TOES, HANDS OR FEET.** In case of accidental injection, please seek immediate medical treatment. Epinephrine should be used with caution if you have heart disease or are taking certain medicines that can cause heart-related (cardiac) symptoms.

Tell your doctor if you have certain medical conditions such as asthma, depression, thyroid disease, Parkinson's disease, diabetes, high blood pressure and heart disease, have any other medical conditions, are pregnant or plan to become pregnant, or are breastfeeding or plan to breastfeed. Be sure to also tell your doctor all the medicines you take, especially medicines for asthma. **If you have certain medical conditions, or take certain medicines, your condition may get worse or you may have longer lasting side effects when you take the EpiPen or EpiPen Jr Auto-Injector.**

The most common side effects may include increase in heart rate, stronger or irregular heartbeat, sweating, nausea and vomiting, difficulty breathing, paleness, dizziness, weakness or shakiness, headache, apprehension, nervousness or anxiety. These side effects usually go away quickly, especially if you rest.

Talk to your healthcare professional to see if EpiPen or EpiPen Jr Auto-Injector is right for you.

Please [click here](#) for full Prescribing Information.

Please [click here](#) for Patient Information.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

### **Survey Methodology**

\*The survey was conducted online by The Harris Poll on behalf of Mylan Specialty L.P. within the United States between March 10 - 28, 2014 among 509 U.S. adults aged 18 and up who have been diagnosed with an allergy to food, venom, or latex ("patients") and 515 U.S. adults who are the parent or guardian of a child under 18 diagnosed with an allergy to food, venom, or latex ("parents"). Results from the study were weighted as needed for age, gender, race/ethnicity, education, region, household income, parental status, and propensity to be online to align them with their actual proportions in the population.

### **About Nielsen & The Harris Poll**

On February 3, 2014, Nielsen acquired Harris Interactive and The Harris Poll. Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com).

### **About EpiPen<sup>®</sup> Auto-Injector**

EpiPen<sup>®</sup> (epinephrine) and EpiPen Jr<sup>®</sup> (epinephrine) Auto-Injectors are used for the emergency treatment of life-threatening allergic reactions. Each EpiPen 2-Pak<sup>®</sup> and EpiPen Jr 2-Pak<sup>®</sup> contains two single auto-injectors, instructions for use and a training device, with no drug product or needle, to help patients become familiar with the administration technique. EpiPen Auto-Injector should be administered immediately at the first sign of an anaphylactic reaction. EpiPen Auto-Injector is not a substitute for emergency medical treatment. Patients should seek emergency medical attention immediately following administration. EpiPen Auto-Injector has been the No. 1 prescribed epinephrine auto-injector for more than 25 years and has three-step simple instructions for use. For more information about EpiPen Auto-Injector, please visit [www.EpiPen.com](http://www.EpiPen.com).

### **About Mylan Specialty**

Mylan Specialty, a subsidiary of Mylan Inc. (NASDAQ: MYL), is a specialty pharmaceutical company focused on the development, manufacturing and marketing of prescription drug products for the treatment of respiratory diseases, life-threatening allergic reactions and psychiatric disorders. For more information, please visit [mylanspecialty.com](http://mylanspecialty.com).

### **About Mylan**

Mylan is a global pharmaceutical company committed to setting new standards in health care. Working together around the world to provide 7 billion people access to high quality medicine, we innovate to satisfy unmet needs; make reliability and service excellence a habit; do what's right, not what's easy; and impact the future through passionate global leadership. We offer a growing portfolio of more than 1,300 generic pharmaceuticals and several brand medications. In addition, we offer a

wide range of antiretroviral therapies, upon which approximately 40% of HIV/AIDS patients in developing countries depend. We also operate one of the largest active pharmaceutical ingredient manufacturers and currently market products in approximately 140 countries and territories. Our workforce of more than 20,000 people is dedicated to improving the customer experience and increasing pharmaceutical access to consumers around the world. But don't take our word for it. See for yourself. See inside. [mylan.com](http://mylan.com)

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*Ready2Go*<sup>™</sup> is a trademark of Mylan Inc.

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