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Pro Football Player Adrian Peterson is Calling on Americans to be Ready2Go™ and Learn How to be Aware and Prepared for Anaphylaxis

Peterson Calls on Kids with Potentially Life-threatening (Severe) Allergies to Join His Ready2Go MVP Team

PITTSBURGH, June 2, 2014 /PRNewswire/ -- Mylan Specialty, the fully integrated specialty pharmaceutical business of Mylan Inc. (NASDAQ: MYL), and pro football player Adrian Peterson today launched [Ready2Go™](#) a new campaign to educate those affected by severe allergies about what to do if a life-threatening allergic reaction, or anaphylaxis, happens. *Ready2Go* was inspired in part by a recent survey*, which found that 50% of parents of children with severe allergies are concerned that they would not know what to do if their child experienced anaphylaxis.

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

"Since sharing my own experience with anaphylaxis, I've had too many people with severe allergies tell me that they aren't sure they'd know how to respond if they experienced anaphylaxis," said Adrian Peterson, 2012 MVP and EpiPen® (epinephrine) Auto-Injector carrier, who didn't know he had a severe allergy until he personally experienced anaphylaxis just two years ago. "I'm so grateful that my trainer was close by, was able to recognize the signs and symptoms of anaphylaxis and knew what to do. Now, I make sure I'm always *Ready2Go* with my anaphylaxis action plan and two EpiPen Auto-Injectors - all day."

Considering that just one in three patients surveyed feel as though they are prepared to manage anaphylaxis should they experience it, it's important for those affected by severe allergies to understand that anaphylaxis can progress quickly and may be life-threatening. According to national food allergy guidelines, epinephrine is the first-line treatment for anaphylaxis. An epinephrine auto-injector, such as EpiPen Auto-Injector, should be given at the first sign of symptoms followed by seeking emergency medical care.

Life happens and people at risk for anaphylaxis need to be prepared. Knowing this, Peterson is encouraging all who are living with severe allergies to join him in being *Ready2Go* with an anaphylaxis action plan. Being *Ready2Go* means:

- **Being prepared:** Know your allergic triggers and avoid them, be able to recognize anaphylaxis signs and symptoms, and have access to two EpiPen Auto-Injectors at all times.
- **Being ready to respond:** If anaphylaxis does occur, be ready to use your EpiPen Auto-Injector and seek emergency medical care.

Calling for *Ready2Go MVP Draft Entries*

To kick off the effort, Peterson opened the *Ready2Go Draft*, a nationwide search for kids ages 5-18 who, like him, have severe allergies and are willing to share their tips for being prepared. To enter, parents and caregivers are encouraged to visit [Ready2Go.com](#) to nominate their child or teen to be part of Peterson's *Ready2Go MVP Team* by submitting a 30-second video demonstrating what they do to be *Ready2Go*. Each video must mention how the child manages at least one part of his or her anaphylaxis action plan.

At the end of the contest, three winners will be selected to join Peterson's *Ready2Go MVP Team* and have the opportunity to participate in a video/photo shoot with Peterson. The video will help educate others about the importance of being prepared in case anaphylaxis occurs. The contest closes on July 15. For complete contest rules and terms and conditions, and to check out Peterson's own entry video, visit [Ready2Go.com](#).

While on the website, visitors can check out all the ways to be *Ready2Go*, including information on understanding the risks of anaphylaxis, the signs and symptoms, and how to respond if it happens.

"Anaphylaxis is a significant health issue in the United States, so it's critical for people diagnosed with severe allergies, as well as those around them, to be confident in recognizing the signs and symptoms, and be prepared to respond if it should occur," said Clifford W. Bassett, M.D., medical director, Allergy and Asthma Care of New York. "It was concerning to learn that seven in 10 parents said that they can use their child's past allergic reactions to predict future reactions. The fact is that anaphylaxis is

unpredictable. Future reactions may be different from those that happened before, and education on how to manage and treat anaphylaxis is key."

To learn more about anaphylaxis and EpiPen Auto-Injector, including important safety information, prescribing and patient information, visit Ready2Go.com.

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. Antihistamines do not prevent or relieve the life-threatening symptoms of anaphylaxis. Delays in epinephrine administration have been associated with negative health consequences, even possibly death.

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 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.

About EpiPen® Auto-Injector

EpiPen® (epinephrine) and EpiPen Jr® (epinephrine) Auto-Injectors are used for the emergency treatment of life-threatening allergic reactions. Each EpiPen 2-Pak® and EpiPen Jr 2-Pak® 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.

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.

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

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