



June 18, 2013

## **Mylan Specialty L.P. Joins Forces with Adrian Peterson and Jo Frost to Launch Anaphylaxis Preparedness Campaign**

**Inspired by the millions of people who have made EpiPen® (epinephrine) Auto-Injector the No. 1 prescribed epinephrine auto-injector for 25 years, Mylan Specialty's anniversary campaign educates, engages and gives back to the allergy community**

BASKING RIDGE, N.J., June 18, 2013 /PRNewswire/ -- Pro football player and 2012 most valuable player (MVP) Adrian Peterson and professional family expert Jo Frost have potentially life-threatening (severe) allergies and are partnering with Mylan Specialty L.P., the fully integrated specialty pharmaceutical business of Mylan Inc. (Nasdaq: MYL), to raise awareness of this significant health problem. In recognition of the 25<sup>th</sup> anniversary of the U.S. Food and Drug Administration (FDA) approval of EpiPen® (epinephrine) Auto-Injector, Mylan Specialty is launching a multi-channel campaign to further improve preparedness for life-threatening allergic reactions (anaphylaxis) and to encourage people to *Show Us Your EpiPens™* at [www.25YearsofEpiPen.com](http://www.25YearsofEpiPen.com).

"Life-threatening allergic reactions are unpredictable and symptoms can progress rapidly from mild to severe, which is why immediate access to epinephrine, the only first-line treatment for anaphylaxis is critical," said Phil Lieberman, M.D., Clinical Professor of Medicine and Pediatrics, University of Tennessee College of Medicine, Memphis, Tenn. "I've seen many patients underestimate their risk of anaphylaxis and overestimate their preparedness. People with severe allergies should have an anaphylaxis action plan in place, which includes avoiding known allergens, recognizing symptoms, having access to two epinephrine auto-injectors at all times and seeking immediate emergency medical care should anaphylaxis occur."

This effort, spearheaded by Adrian and Jo, will demonstrate how living with severe allergies is part of their life experience, but doesn't define who they are or hold them back from success. They are asking others to join in the 25<sup>th</sup> anniversary celebration and help spread the word about the importance of being better prepared for anaphylaxis by uploading a photo to show how you take your EpiPen Auto-Injectors with you everywhere you go from home to school, to the office and even on trips and vacations. Additionally, Adrian and Jo are dispelling misperceptions about anaphylaxis throughout the campaign, including a series of videos featured on the website.

For every photo submission, Mylan Specialty will donate \$25 to leading allergy non-profit groups up to a total of \$25,000. In addition, people who upload a photo can choose to receive an exclusive copy of the *EpiPen® Show and Tell* magazine, featuring original photos, personal tips and more from Adrian and Jo (participation requires following certain guidelines, including having a valid prescription). Uploaded, approved photos will be added to an online mosaic displaying where people of all ages with severe allergies have proudly carried their EpiPen Auto-Injectors across the country and beyond.

"I've always been serious about my football career, but as of last year, I learned that I have severe allergies to shellfish, which I also now take very seriously," said Adrian Peterson, running back and 2012 pro football MVP. "I have an anaphylaxis action plan that includes avoiding my allergic triggers and carrying two EpiPen Auto-Injectors with me everywhere I go. To help spread the word about what it takes to be better prepared for anaphylaxis, I'm asking you to *Show Us Your EpiPens* at [www.25YearsofEpiPen.com](http://www.25YearsofEpiPen.com)."

Unlike Adrian who had his first allergic reaction as an adult, Jo experienced anaphylaxis as a kid and has dealt with it ever since. Jo manages multiple severe allergies, including peanuts, tree nuts and shellfish. Adrian and Jo both have anaphylaxis action plans in place, which includes avoiding their allergens and carrying two EpiPen Auto-Injectors at all times, which is why they've joined forces on this campaign to underscore how important it is to be better prepared for anaphylaxis.

"For 25 years, EpiPen Auto-Injector has been part of the anaphylaxis action plans and life experience of the millions of people at risk for anaphylaxis," said Heather Bresch, CEO of Mylan. "Our anniversary celebration is the perfect opportunity for us to reflect on the progress made to date and renew our commitment to support the community impacted by severe allergies, as we continue our educational efforts and support into the future."

In recognition of the millions of people who have made EpiPen Auto-Injector the No. 1 prescribed treatment for 25 years, Mylan Specialty is expanding its long-standing support of the allergy community through added national and local efforts, such as

offering a 25<sup>th</sup> anniversary \$0 co-pay card, sponsoring a series of allergy awareness baseball games and food allergy walks across the country and continuing the *EpiPen4Schools*™ Program.

Despite the increasing prevalence of food allergies, the most common cause of anaphylaxis, many people who are at risk for anaphylaxis are not ready to appropriately respond when it happens. Avoidance of allergic triggers is the critical first step to prevent a serious allergic reaction, but accidental exposure may still happen, so people need to be prepared to respond if anaphylaxis occurs.

For more information on anaphylaxis, severe allergies and EpiPen Auto-Injector, visit [epipen.mediaroom.com](http://epipen.mediaroom.com).

### Indications

EpiPen<sup>®</sup> (epinephrine) 0.3 mg and EpiPen Jr<sup>®</sup> (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](#) or visit [www.EpiPen.com](http://www.EpiPen.com) for the EpiPen Auto-Injector prescribing information.

Please [click here](#) or visit [www.EpiPen.com](http://www.EpiPen.com) for the EpiPen Auto-Injector 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.

### 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. Epinephrine is the only first-line treatment for anaphylaxis. According to the food allergy guidelines developed by the National Institute of Allergy and Infectious Diseases, if experiencing anaphylaxis, a person should use an epinephrine auto-injector and seek immediate emergency medical attention. Epinephrine is a naturally-occurring hormone, also known as adrenaline, and it should be available at all times to patients at risk. Delays in epinephrine administration have been associated with negative health consequences, even possibly death.

### About the "\$0 Co-Pay Offer" Card

Mylan Specialty is excited to offer the 25<sup>th</sup> anniversary "\$0 Co-Pay Offer" card to provide additional support to patients. The offer is available to both cash-paying and commercially insured patients, including those with a high deductible. Certain restrictions apply. The "\$0 Co-Pay Offer" (with maximum benefit up to \$100 per each EpiPen 2-Pak<sup>®</sup>) is valid for up to three EpiPen 2-Pak cartons or EpiPen Jr 2-Pak<sup>®</sup> cartons per prescription. Eligible patients can use the offer an unlimited number of times until the expiration date, December 31, 2013. The co-pay card is available through physicians across the country. Patients can contact Mylan Customer Service at 1-800-796-9526 with any questions, and can obtain additional information about the co-pay card at [www.EpiPen.com](http://www.EpiPen.com). In addition to this offer, EpiPen Auto-Injector continues to have more than 97% Tier 2 Preferred Commercial Coverage.

### **About the EpiPen4Schools™ Program**

Through the EpiPen4Schools program, Mylan Specialty will offer four free EpiPen or EpiPen Jr Auto-Injectors, upon qualification, which includes having a valid prescription, to public and private kindergarten, elementary, middle and high schools in the U.S. The products will be available in the form of two EpiPen 2-Pak cartons, two EpiPen Jr 2-Pak cartons, or one 2-Pak of each kind. To participate, a school nurse or other authorized school representative must visit [www.EpiPen4Schools.com](http://www.EpiPen4Schools.com) to download the order and certification form, then fax or email the form with a valid prescription to 1-973-718-4328 or [info@bioridgepharma.com](mailto:info@bioridgepharma.com). Alternately, school representatives can call 1-973-845-7600 to speak with a live representative.

In addition to the EpiPen4Schools program, Mylan Specialty offers a discount program through which schools can purchase, upon qualification, EpiPen 2-Pak cartons and EpiPen Jr 2-Pak cartons at a discounted price. There is no requirement for a school to purchase additional EpiPen Auto-Injectors or any other Mylan Specialty products.

### **About EpiPen Auto-Injector**

EpiPen and EpiPen Jr 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 25 years and has three-step easy-to-follow 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 [www.mylanspecialty.com](http://www.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 approximately 1,100 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)

EpiPen<sup>®</sup>, EpiPen Jr<sup>®</sup>, EpiPen 2-Pak<sup>®</sup> and EpiPen Jr 2-Pak<sup>®</sup> are registered trademarks of Mylan Inc. licensed exclusively to its wholly-owned subsidiary, Mylan Specialty L.P.

*Show Us Your EpiPens™* is a trademark of Mylan Specialty L.P.

*EpiPen4Schools™* is a trademark of Mylan Inc.

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EPI-2013-0089/EPI564501-01

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