



Dey Pharma Launches MyEpiPen Apps for iPhone and iPad

New Apps Feature an EpiPen® Auto-Injector Video Demonstration and Shareable Severe Allergy Profiles

BASKING RIDGE, N.J., Jan. 20, 2011 /PRNewswire/ -- Dey Pharma, L.P., a subsidiary of Mylan Inc. (Nasdaq: MYL), launched MyEpiPen App for iPhone and iPod touch and MyEpiPen App for iPad. The free apps are designed to assist people at risk for an allergic emergency (anaphylaxis) and for those who care for someone at risk of an allergic emergency.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/epipen/47707/>

Avoidance of allergens is difficult for anyone at risk for an allergic emergency, especially for children. The MyEpiPen Apps allow individuals, parents, guardians and others to easily create and share profiles about their or their child's severe allergies and symptoms with friends, family members, teachers, school nurses, camp counselors, day care providers or babysitters. The MyEpiPen Apps, among the first for a prescription medication, are designed to help patients and caregivers be prepared to respond appropriately in an allergic emergency.

Features of the MyEpiPen Apps include:

- a brief video demonstrating how to use an EpiPen Auto-Injector,
- a user guide slideshow to help users visualize the three-step injection process,
- a tool for users and their health care professionals to create multiple severe allergy profiles that list allergens to avoid and symptoms that may indicate an allergic emergency, and
- a shareable user guide and severe allergy profile(s)

"Mylan and Dey Pharma have been steadfast in our longstanding commitment to meeting unmet needs. Toward that effort, we are very excited about the MyEpiPen Apps as they will provide a portable and accessible tool to equip individuals and caregivers with valuable information they may need to care for themselves and others in the event of an allergic emergency," said Lloyd Sanders, Chief Operating Officer, Dey Pharma. "Quality patient and caregiver support is of the highest importance to Dey, and in the technologically advanced era in which we live, we are very pleased to provide state-of-the-art tools to support patients and caregivers being prepared in the event of a severe allergy attack."

The apps are available for free download in the U.S. through the [App Store for iTunes in the medical category](#). Users can also click [here](#) for more information about the MyEpiPen Apps. MyEpiPen App may be used without entering any information that directly identifies a user. Information that is recorded is stored only on the user's iPhone, iPad or iPod touch. Dey Pharma does not collect personal information when the MyEpiPen Apps are used.

It is important to note that these apps are not intended to offer or replace professional medical advice. People at risk for an allergic emergency (anaphylaxis) or those who care for someone at risk of an allergic emergency should speak to their health care professional if there are health concerns.

EpiPen Auto-Injector is the No. 1 prescribed epinephrine auto-injector for use during anaphylaxis⁽¹⁾. Anaphylaxis (allergic emergency) is a severe, potentially life-threatening allergic reaction caused by contact with certain allergen triggers such as foods, medications, insect venom, latex or other triggers such as physical exercise.^(2,3) The EpiPen Auto-Injector, when used correctly, gives people at risk for anaphylaxis time to call 911 and seek immediate medical attention.⁽⁴⁾

About Anaphylaxis

Anaphylaxis is a severe allergic reaction that involves a number of body systems and can be fatal within minutes, either through swelling that shuts off airways or through a significant drop in blood pressure.^(2 3) Anaphylaxis can be triggered by certain foods, insect stings, medications, latex or other allergens.⁽³⁾ Twelve million Americans -- 4% of the population -- have a food allergy that may put them at risk for anaphylaxis.⁽⁵⁾ There are approximately 50 to 2,000 episodes of anaphylaxis per every 100,000 people globally, translating to a 0.05% to 2.0% lifetime prevalence of anaphylaxis.⁽⁶⁾ The precise incidence of anaphylaxis is unknown because this serious, life-threatening condition is believed to be underreported.⁽⁶⁾ Failure to inject epinephrine promptly is associated with fatal anaphylaxis.⁽³⁾

About EpiPen Auto-Injector

EpiPen and EpiPen Jr. (0.3 and 0.15 mg epinephrine) Auto-Injectors are for the emergency treatment of severe allergic reactions (anaphylaxis). As with any medication, EpiPen Auto-Injector has an expiration date printed directly on the side of the auto-injector and end side of the carton and should be replaced when the unit expires. The product should be stored at room temperature, protected from light and never refrigerated or kept where it might be exposed to extreme temperatures, such as in the glove compartment of a car.

Dey Pharma, L.P., the distributor of EpiPen Auto-Injector, offers patient support through a program that has a free membership at www.myeipen.com. This program provides helpful tips, resources and an expiration reminder program.

Indications

EpiPen and EpiPen Jr. (0.3 and 0.15 mg epinephrine) Auto-Injectors are for the emergency treatment of severe allergic reactions (anaphylaxis) caused by allergens, exercise, or unknown triggers; and for patients who are at increased risk for these reactions.

EpiPen and EpiPen Jr. Auto-Injectors are designed for you to use immediately in an emergency, to treat an allergic reaction fast and give you time to get to a hospital or medical center. EpiPen and EpiPen Jr. Auto-Injectors are not a substitute for emergency medical treatment.

Important Safety Information

Each EpiPen Auto-Injector contains a single dose of a medicine called epinephrine, which you inject into your outer thigh. **DO NOT INJECT INTRAVENOUSLY. DO NOT INJECT INTO YOUR BUTTOCK**, as this may not be effective for a severe allergic reaction. 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.

Side effects may include an increase in heart rate, a 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. If you have high blood pressure or an overactive thyroid, these side effects may be more severe or longer lasting. If you have heart disease, you could experience chest pain (angina). If you have diabetes, your blood sugar levels may increase after use. If you have Parkinson's disease, your symptoms may temporarily get worse.

For more information about the EpiPen Auto-Injector, please visit www.epipen.com. For full prescribing information, please [click here](#).

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.

About Dey

Dey Pharma, L.P., 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, severe allergic reactions and psychiatric disorders. The company puts patients first and facilitates efficient, cost-effective partnerships with customers. For more information, please visit www.dey.com.

About Mylan

Mylan Inc. ranks among the leading generic and specialty pharmaceutical companies in the world and provides products to customers in more than 140 countries and territories. The company maintains one of the industry's broadest and highest quality product portfolios supported by a robust product pipeline; operates one of the world's largest active pharmaceutical ingredient manufacturers; and runs a specialty business focused on respiratory, allergy and psychiatric therapies. For more information, please visit www.mylan.com.

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