

Get Schooled in Anaphylaxis™ Unveils Interactive Digital Resources to Educate School Communities about Potentially Life-Threatening Allergies

"Modern Family" Star Julie Bowen Encourages Americans to Visit Anaphylaxis101.com and Traveling Augmented Reality Exhibit

BASKING RIDGE, N.J., Oct. 17, 2012 /PRNewswire/ -- Mylan Specialty L.P. today announced the launch of a comprehensive, community-inspired resource for families, school staff and students designed to raise awareness of and preparedness for life-threatening allergic reactions (anaphylaxis) in the school setting: www.Anaphylaxis101.com. The enhanced website, which is part of the *Get Schooled in Anaphylaxis™* initiative, now includes a personalized, virtual tour to access resources provided by leading patient, professional and advocacy groups. This fall, the educational tools will be brought directly into communities via an augmented reality exhibit that will travel the country to drive home the importance of raising awareness about anaphylaxis and being prepared when anaphylaxis occurs.

To view the multimedia content associated with this release, please click: <http://www.multivu.com/players/English/57462-get-schooled-in-anaphylaxis/>

When logging on to www.Anaphylaxis101.com, visitors will have the option to enter a virtual experience or find useful resources and materials tailored to their role in the school community and where they live. The goal is for students, parents, teachers, administrators, school nurses and other community members to be able to access information specific to their needs and to learn how they can contribute to raising anaphylaxis awareness and preparedness in their hometown.

"We each have a role to play in helping those at risk for life-threatening allergic reactions avoid their triggers, recognize the signs of a life-threatening allergic reaction and know what to do when anaphylaxis occurs," said Emmy award-winning actress and "Modern Family" star Julie Bowen, who learned of her son's life-threatening allergies only after he experienced an anaphylactic reaction as a toddler. "I'm asking people to go to www.Anaphylaxis101.com to become better informed and prepared than I was when my son experienced anaphylaxis."

To introduce the resources available at www.Anaphylaxis101.com, an interactive exhibit using animated videos and the latest "augmented reality" technology will tour the country. At the *Get Schooled in Anaphylaxis: An Interactive Experience* exhibit, visitors will activate images on a 120-square-foot mural through use of the provided tablets or their personal smartphones after downloading the free Anaphylaxis101 mobile application. They also will receive educational materials and giveaways, with a special offer for the first 100 people who visit the exhibit on each stop of the 10-city tour.

"Proper response to anaphylaxis can be a matter of life or death, so knowing what part we can each play in furthering awareness and preparedness, particularly in the school community, is critical," said Hemant Sharma, M.D., Associate Chief of the Division of Allergy and Immunology at Children's National Medical Center in Washington, D.C. "Having digital tools centralized and tailored to support those in the school-based setting is a tremendous asset that will help educate the public about this significant public health issue."

About www.Anaphylaxis101.com

The expanded website includes an extensive library of downloadable tools and resources from leading patient, professional and advocacy organizations to support personal and school-based anaphylaxis education. The site is designed to help meet the information needs of the extended community impacted by potentially life-threatening allergies.

Visitors can access the information through easy-to-use, online toolkits tailored to the specific needs of:

- **Teachers:** Posters, lesson plans, brochures, template forms, checklists, guidelines and an "Assembly in a Box" to address school safety in and out of the classroom.
- **School Administrators:** Template forms, letters, a poster, and links to resources that can be adapted to improve awareness and preparedness among school staff, parents and students.
- **School Nurses:** Family allergy and allergic reaction health history form, checklists and tip sheets to help ensure nurses know which students might be at risk for anaphylaxis.
- **Parents:** Medical forms, checklists, guidelines, at-home tools and family tips to help educate themselves, loved ones and school staff about how to be ready to respond if anaphylaxis occurs.
- **Students:** Worksheets, backgrounders and presentations designed to promote peer-to-peer education about anaphylaxis.
- **Community Members:** General anaphylaxis education materials to drive broad knowledge, including an overview of federal laws that protect students at increased risk for anaphylaxis.

About *Get Schooled in Anaphylaxis: An Interactive Experience*

The coast-to-coast tour will hit key cities across the nation including:

- Los Angeles, Calif. – Del Amo Fashion Center – Oct. 19-20
- Denver, Colo. – Park Meadows Mall – Oct. 22
- Baltimore, Md. – Arundel Mills Mall – Oct. 25
- Chicago, Ill. – Orland Square Mall – Oct. 27-28
- Dallas, Texas – Grapevine Mills Mall – Oct. 31
- Houston, Texas – The Houston Galleria – Nov. 2-3
- Orlando, Fla. – The Florida Mall – Nov. 8
- Atlanta, Ga. – Lenox Square Mall – Nov. 10
- Charlotte, N.C. – Concord Mills – Nov. 13
- Philadelphia, Pa. – King of Prussia Mall – Nov. 16-17

For more information on the tour schedule visit www.Anaphylaxis101.com.

About *Get Schooled in Anaphylaxis*[™]

The *Get Schooled in Anaphylaxis*[™] initiative offers practical information to educate the school community to help those at risk for life-threatening allergic reactions avoid their triggers, recognize anaphylaxis signs and symptoms and understand how to quickly get appropriate treatment and immediate medical care when anaphylaxis occurs. Visit www.Anaphylaxis101.com to explore how anaphylaxis can affect the entire school community and learn more about life-threatening allergic reactions. You can also download practical tools, learn more about Julie Bowen's family story and watch a public service announcement (PSA) featuring the actress and sign up to receive news about activities and events. Follow the Twitter handle @Anaphylaxis101 to get the latest news about the initiative.

Get Schooled in Anaphylaxis brings together information from leading patient, professional and advocacy organizations, each with the common goal of improving anaphylaxis education, and makes them accessible through www.Anaphylaxis101.com.

About Anaphylaxis

Anaphylaxis is a life-threatening allergic reaction that can occur when the body is exposed to an allergen. Anaphylaxis causes an estimated 1,500 deaths each year. The prevalence of food allergies among children is on the rise, now affecting one in 13 U.S. children.

Children and adolescents are among those most at-risk for anaphylaxis due to increased exposure to potential allergic triggers. Symptoms may include trouble breathing, chest pain, skin hives or redness of

the skin, tightness in the throat, swelling of the lips and/or tongue, nausea, dizziness, a decrease in blood pressure and/or fainting.

Anaphylaxis symptoms may progress rapidly and become life-threatening, requiring prompt recognition and treatment initiation. While avoidance of allergic triggers is the critical first step in managing life-threatening allergies, allergens are not always obvious and accidental exposure may still happen.

Food allergy guidelines developed by National Institute of Allergy and Infectious Diseases (NIAID), a division of the National Institutes of Health (NIH), recommend epinephrine as the only first-line treatment for anaphylaxis management and that it be available at all times to those at risk for anaphylaxis. If experiencing anaphylaxis, a person should use an epinephrine auto-injector and seek immediate emergency medical attention.

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.

About Mylan

Mylan is a global pharmaceutical company committed to setting new standards in health care. Working together around the world to provide seven billion people access to high quality medicine, we innovate to satisfy unmet needs; make reliability and service 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 1,100 generic pharmaceuticals and several brand medications. In addition, we offer a wide range of antiretroviral therapies, upon which approximately one-third 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 150 countries and territories. Our workforce of more than 18,000 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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