

Cholesterol Awareness Initiative Makes Its Move Across America

AstraZeneca offers free lipids screenings at exciting locations across the United States in 2015

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WILMINGTON, Del. — AstraZeneca (NYSE: AZN) is on the road in support of cholesterol education. Earlier this year, the company launched the “Make Your Move Across America” campaign, an educational initiative offering free lipid screenings and cholesterol education to consumers across the country. The campaign began its journey in Philadelphia, traveled on to Atlanta and Louisville and will now continue on to over 15 community events that span across the country through October 2015. The campaign will visit various cities, including Washington, D.C, Dallas and Houston, TX, Los Angeles, CA and many more.

“Diagnosing and managing high cholesterol is critical to reducing the burden of cardiovascular disease in the United States,” said Sarah Walters, US Executive Director, AstraZeneca Cardiovascular Lipids Franchise. “The Make Your Move Across America campaign provides AstraZeneca the opportunity to reach consumers directly and provide them access to tools and education that can help them learn about the importance of managing their cholesterol. We’re encouraging all adults to know their cholesterol levels and speak with their healthcare provider.”

High cholesterol is a risk factor for developing heart disease. 71 million American adults (34%) have high LDL-C (bad cholesterol). Of this group, only one out of three adults has their LDL-C level under control. Since high cholesterol has no signs or symptoms, adults must be diagnosed through a lipid profile blood test. Lifestyle modifications, including a healthy diet and exercise may lower high LDL cholesterol levels. In some cases, when lifestyle changes do not lower cholesterol levels enough, a doctor may recommend a statin, such as CRESTOR® (rosuvastatin calcium). CRESTOR is prescribed along with diet in adults to lower high LDL (“bad”) cholesterol.

The Make Your Move Across America tent and CRESTOR vehicle, a 1963 Chevy Impala “low-rider,” will be featured at the events, which include well-known state fairs, sporting events — including baseball stadiums, horse-racing tracks and car racing speedways — as well as cultural food and art festivals across the country. Free lipid screenings will be offered in the tent, providing consumers the opportunity to know their cholesterol and triglyceride numbers, in addition to educational materials and an interactive experience to provide them with the knowledge to take the next step and talk to their doctor about their cholesterol health.

Educational materials offered will include a patient infographic on lipid education, a patient brochure, as well as a “Moments That Move You” application which helps patients with high cholesterol commit to taking small steps in their everyday lives to begin their journey towards better cholesterol management. Interested adults also can go to [Make Your Move Across America](#) to view the event calendar and learn more information.

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The Make Your Move Across America initiative is a first of its kind for AstraZeneca, demonstrating the company's commitment to patients within the cardiovascular therapeutic area. AstraZeneca has a growing pipeline of investigational cardiovascular products and coupled with its robust cardiovascular history over the past century, leads the way in scientific discoveries across the broad spectrum of cardiovascular disease.

Approved Uses for CRESTOR® (rosuvastatin calcium) Tablets

When diet and exercise alone aren't enough, CRESTOR is prescribed, along with diet in adults, to lower high LDL-cholesterol and triglycerides, to increase HDL-cholesterol, and to slow plaque buildup in arteries as part of a treatment plan to lower cholesterol to goal.

CRESTOR is also prescribed to reduce the risk of heart attack and stroke in people without known heart disease but at increased risk based on age (men 50 years and older, women 60 years and older), elevated blood levels of hsCRP (a sign of inflammation that can be associated with increased risk of cardiovascular events), plus at least one additional risk factor (such as high blood pressure, low HDL "good" cholesterol, smoking, or family history of early heart disease).

Important Safety Information about CRESTOR

CRESTOR is not right for everyone. Do not take CRESTOR if you are nursing, pregnant or may become pregnant; have liver problems; or have had an allergic reaction to CRESTOR. Your doctor should do blood tests to check your liver before starting treatment and if you have symptoms of liver problems while taking CRESTOR. Call your doctor right away if you have unexplained muscle pain or weakness, especially with fever; have muscle problems that do not go away even after your doctor told you to stop taking CRESTOR; feel unusually tired; or have loss of appetite, upper belly pain, dark urine, or yellowing of skin or eyes. These could be signs of rare but serious side effects. Elevated blood sugar levels have been reported with statins, including CRESTOR. The most common side effects may include headache, muscle aches, abdominal pain, weakness, and nausea. Memory loss and confusion have also been reported with statins, including CRESTOR. Tell your doctor and pharmacist about other medicines you are taking.

Talk to your doctor about prescription CRESTOR.

Please read the full [Prescribing Information](#).

If you have any questions concerning prescription-only CRESTOR, please visit [CRESTOR.com](#) or contact AstraZeneca at 1-800-CRESTOR.

– ENDS –

NOTES TO EDITORS

About Make Your Move Across America

The Make Your Move Across America program is a dynamic health initiative that is being implemented in 21 cities and is designed to educate consumers about the importance of knowing their lipid levels, the cardiovascular risks associated with elevated cholesterol levels, and general diet and lifestyle changes that can help to lower high cholesterol levels. At the

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cornerstone of the Make Your Move Across America educational initiative is free cholesterol screenings that are being held at large diverse public events, such as state fairs, music festivals and at select baseball stadiums in major cities. The Make Your Move Across America initiative is made possible by AstraZeneca, the maker of CRESTOR® (rosuvastatin calcium) tablets.

About CRESTOR

CRESTOR has received regulatory approval in more than 100 countries worldwide. CRESTOR is backed by clinical research that spans 13 years, including over 120 ongoing or completed clinical trials and includes more than 67,000 patients worldwide.

About AstraZeneca

AstraZeneca is a global, innovation-driven biopharmaceutical business that focuses on the discovery, development and commercialization of prescription medicines, primarily for the treatment of cardiovascular, metabolic, respiratory, inflammation, autoimmune, oncology, infection and neuroscience diseases. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide.

For more information about AstraZeneca in the U.S. or our AZ&Me™ Prescription Savings programs, please visit: www.astrazeneca-us.com or call 1-800-AZandMe (292-6363).

CRESTOR is a registered trademark, and AZ&Me is a trademark of the AstraZeneca group of companies.

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