



NEWS RELEASE

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AWARD-WINNING SINGER AND ACTRESS, KRISTIN CHENOWETH, REVEALS HER JOURNEY WITH ASTHMA AND URGES OTHERS TO GET SERIOUS ABOUT ASTHMA SAFETY

National Campaign Seeks to Educate People with Asthma on the Importance of ‘Knowing Their Count’

LANDOVER, Md., March 5, 2014 – The Asthma and Allergy Foundation of America (AAFA) and Teva Respiratory announced today the launch of a national awareness campaign – *Know Your Count* – aimed at raising awareness of the seriousness of asthma and educating asthma patients and caregivers about the importance of keeping track of the remaining doses in their rescue inhalers. The campaign features award-winning singer and actress, Kristin Chenoweth, who is speaking publicly for the first time about the impact her asthma has had on her professional career and busy lifestyle. For more information about the *Know Your Count* campaign, Kristin’s experience with asthma and to view an important public service announcement (PSA), visit www.KnowYourCount.com.

“I have struggled with asthma for more than a decade and am excited to be part of the *Know Your Count* campaign” said Kristin Chenoweth, *Know Your Count* spokesperson. “As a singer and actress, my schedule can be quite hectic at times and I simply can’t afford to let my asthma symptoms slow me down. To ensure I’m prepared in the event of an asthma attack, I count on my rescue inhaler with a dose counter to help me keep track of my remaining doses. It is my hope that by sharing my personal experience, I can encourage patients to know their count when it comes to asthma management.”

Approximately 25 million Americans are living with asthma, a common chronic disease of the lungs, in which the airways become blocked or narrowed causing breathing difficulty. Asthma symptoms include coughing, wheezing, shortness of breath or rapid breathing, and chest tightness.¹ During an asthma attack, the airways can narrow to the point that not enough oxygen can get into the blood and travel to vital organs. In very severe cases, asthma can be life threatening.

Children and adults with asthma need to rely on a quick-relief (or “rescue”) inhaler during an attack, so having enough medication in an inhaler when they need it is critical.² Despite the life-saving nature of these medicines, a recent survey co-sponsored by AAFA and Teva of approximately 590 patients with asthma revealed that nearly half of respondents reported their rescue inhaler was empty when needed

at least once in the past, requiring one-out-of-ten of them to go to the emergency room and one-out-of-five to go without treatment during the asthma attack.³

“Each year, asthma attacks account for nearly two million emergency room visits in the U.S.,” said Mike Tringale, Senior Vice President at AAFA. “The findings from our survey reveal that there is a significant need to educate patients about the importance of tracking the remaining doses in their rescue inhalers, so they have access to medication when needed. Using rescue inhalers with a dose counter is a great way to do just that. By joining forces with Kristin Chenoweth and Teva Respiratory, it is our hope that together we can encourage patients to *know their count* when it comes to safely managing their asthma.”

Visit www.KnowYourCount.com for more information.

About Asthma

Asthma is a chronic (life-long) disease characterized by inflammation of both the large and small airways of the lung. Symptoms may include recurring periods of wheezing (a whistling sound when you breathe), coughing that often occurs at night or early in the morning, chest tightness, and shortness of breath. Without appropriate treatment, asthma symptoms may persist and result in an asthma attack, which can lead to hospitalization and even death.

About Asthma and Allergy Foundation of America

The Asthma and Allergy Foundation of America (AAFA) is a not-for-profit organization founded in 1953 that serves as the leading patient organization for people with asthma and allergies, and the oldest asthma and allergy patient group in the world. AAFA is dedicated to improving the quality of life for people with asthma and allergic diseases through education, advocacy and research. AAFA provides practical information, community-based services and support to people through a network of regional chapters, support groups and other local partners around the U.S. AAFA develops health education, organizes state and national advocacy efforts and funds research to find better treatments and cures.

About Kristin Chenoweth

Kristin Chenoweth is an Emmy and Tony Award winner and Oklahoma Hall of Fame inductee who effortlessly transitions between stage, television, film and an accomplished singing career. Chenoweth’s stage credits include her performance as Sally Brown in *You’re a Good Man, Charlie Brown*, for which she received a Tony Award, and as Glinda the Good Witch in the musical *Wicked*. Her television roles have included NBC’s drama, *The West Wing*, and ABC’s comedy-drama, *Pushing Daisies*, which earned Chenoweth an Emmy for Best Supporting Actress in a Comedy Series. Chenoweth has also appeared on FOX’s comedy, *Glee*. For this role, Chenoweth was nominated for two Emmy Awards and People’s Choice Award. Chenoweth is set to return to *Glee* for the 100th episode, set to air in March 2014.

Chenoweth recently completed several film projects, including Universal’s *The Boy Next Door* alongside Jennifer Lopez. In spring 2014, Chenoweth will be seen in *Rio 2*, voicing the character of Gaby. In addition to her on-screen performances, Chenoweth continues to tour across the U.S. In May, she will return to the famed Carnegie Hall for the first time since her sold-out solo debut in 2004.

About Teva Respiratory

Teva Respiratory is the U.S.-based respiratory subsidiary of Teva Pharmaceutical Industries Ltd. (NYSE: TEVA) a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the

world's leading generic drug maker, with a global product portfolio of more than 1,000 molecules and a direct presence in approximately 60 countries. Teva's Specialty Medicines businesses focus on CNS, respiratory oncology, pain, and women's health therapeutic areas as well as biologics. Teva currently employs approximately 45,000 people around the world and reached \$20.3 billion in net revenues in 2013.

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¹ Asthma and Allergy Foundation of America. Asthma Facts & Figures. <http://aafa.org/display.cfm?id=8&sub=42>. Accessed January 22, 2014.

² National Heart Lung and Blood Institute. So You Have Asthma. http://www.nhlbi.nih.gov/health/public/lung/asthma/have_asthma.pdf. Accessed January 23, 2014.

³ Storms W, Tringale M, Waldron A. Allergy and Asthma Foundation of America's Asthma Inhaler Design (ID)[™] Survey: use of outdated and empty quick-relief inhalers remains a problem. *Ann Allergy Asthma Immunol*. 2013. 111:A40-A40.