



**EpiPen® Partners with Lucy Waverman, Canadian Culinary Personality,
to Offer Fresh, Natural Recipes for People Who Suffer from Life-Threatening Allergies**

Mississauga, ON - June 17, 2008 - Recognizing the difficulties many people at risk for severe, potentially fatal allergic reactions can face when preparing meals, King Pharmaceuticals Canada, distributor of EpiPen® and EpiPen® Jr. (epinephrine auto-injector), has partnered with renowned Canadian food writer Lucy Waverman to offer Canadians a selection of easy-to-prepare recipes which omit some of the more common allergens, including peanuts, milk products, eggs and shellfish. The award-winning cookbook author, whose husband has a life-threatening peanut allergy, hopes to inspire other Canadians who have family or friends with severe allergies to prepare dishes that are traditionally considered off-limits because of the ingredients they contain. Nine recipes are now available exclusively at EpiPen.ca, with three additional recipes planned for the fall.

Food is the most common cause of severe allergic reactions. Other common triggers are insect stings, drugs, and latex. An injection of epinephrine is the definitive treatment for someone experiencing a severe reaction, which can be fatal in minutes if untreated.

Waverman knows first-hand how challenging it can be to create family-friendly dishes that are safe to eat, great for entertaining, taste delicious and look appetizing.

"Because my husband has a serious peanut and nut allergy," said Waverman, "I've had to be very creative in my approach to cooking. Often times I find that taste is compromised in allergen-free foods which doesn't have to be the case. Inspired by my husband's allergy and by my passion for cooking, I did some experimenting and came up with some natural, delicious recipes that the whole family can enjoy."

Waverman's new collection of recipes includes a peanut-free Pad Thai, Chicken Satays with Thai Dipping Sauce, Best Grilled Burgers with nut- and dairy-free Pesto and even a special dense Chocolate Birthday Cake that does not contain any dairy, nuts or eggs. Lucy has also developed rich-tasting Chocolate Banana Brownies that you would be proud to serve to anyone and a Creamy Macaroni Bake made with a sauce that does not contain milk or cream substitutes.

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"It's sad when children with allergies can't eat a slice of cake at a friend's birthday party," said Mary Allen, Chief Executive Officer of the Allergy/Asthma Information Association. "But parents must be extremely cautious to protect their food-allergic children from eating even a tiny amount of any ingredient to which they are allergic. That's why I'm delighted that Lucy has developed a chocolate birthday cake that everyone at the party can enjoy."

Allen adds that food avoidance and safe food handling is an important place to start, but is not enough. "We know that the majority of Canadians at risk of a severe allergic reaction don't always remember to carry their epinephrine auto-injectors. We strongly advise people at risk of anaphylaxis to always carry an epinephrine auto-injector and to ensure that their family, caregivers and friends know how to help them in the case of an emergency."

Allergists recommend that if you do not have your epinephrine auto-injector with you, you do not eat. In addition to practicing food avoidance, Waverman's husband relies on EpiPen for additional safety. "He carries one in his pocket and another is always near by," said Waverman. "We've had to use it, so I know from experience that an anaphylactic attack can happen at any time."

People experiencing a severe allergic reaction should use an epinephrine auto-injector at the earliest signs of reaction and then call 911 or be taken to an emergency room. Common symptoms are swelling, difficulty breathing and vomiting. It can lead to circulatory collapse, coma and death, if not promptly treated. Approximately 600,000 Canadians (or one per cent to two per cent) are estimated to have allergic sensitivities, placing them at risk for severe reactions, although some experts believe that this incidence rate could be understated.

About EpiPen

EpiPen (epinephrine) Auto-Injector 0.3/0.15 mg is indicated for emergency treatment of allergic reactions (anaphylaxis). Such emergencies may occur spontaneously or from insect stings, bites, foods, drugs, or other allergens, as well as idiopathic or exercise induced anaphylaxis. How Supplied: EpiPen and EpiPen Jr. auto-injectors are available in single cartons. Further information can be found at EpiPen.ca.

EpiPen should be used with extreme caution in people who have heart disease. Side effects of EpiPen may include fast or irregular heartbeat, nausea, and breathing difficulty. Certain side effects may be increased if EpiPen is used while taking tricyclic antidepressants or monoamine oxidase inhibitors. The EpiPen and EpiPen Jr. are designed as emergency supportive therapy only and are not a replacement or substitute for immediate medical or hospital care.

About King Pharmaceuticals

King, with offices in Mississauga, Ontario and headquartered in Bristol, Tennessee, is a vertically integrated branded pharmaceutical company. King, an S&P 500 Index company, seeks to capitalize on opportunities in the pharmaceutical industry through the development, including through in-licensing arrangements and acquisitions, of novel branded prescription pharmaceutical products in attractive markets and the strategic acquisition of branded products that can benefit from focused promotion and marketing and product life-cycle management.

About Allergy/Asthma Information Association

The Allergy/Asthma Information Association (AAIA) is a federally registered Canadian charity. The AAIA creates safer environments and improves quality of life for Canadians affected by allergy, asthma, and anaphylaxis by empowering individuals and providing education, leadership, and a national voice. For more information, visit www.aaia.ca.

Editors - The following recipes with high-resolution photos are available:

- Pad Thai (No peanuts/nuts, shellfish, eggs or dairy)
- Creamy Macaroni Bake (No peanuts/nuts, shellfish, eggs or dairy)
- Tagliatelle with Mushrooms, Lemon and Breadcrumbs (No peanuts/nuts, shellfish, or dairy)
- Mustard Crumb Crust Fried Chicken with Corn Fritters and Mediterranean Salsa (No peanuts/nuts, shellfish, eggs or dairy)
- Chicken Satays with Thai Dipping Sauce (No peanuts/nuts, eggs or dairy)
- Best Grilled Burgers with Pesto (No peanuts/nuts, shellfish, eggs or dairy)
- Chocolate Banana Brownies (No peanuts/nuts, eggs or dairy)
- Chocolate Birthday Cake (No peanuts/nuts, eggs or dairy)
- Apricot Brulée (No peanuts/nuts, eggs or dairy)

To book an interview with Lucy Waverman, award-winning cookbook author, or an expert on severe allergies, please contact:

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