



News Release

Media Contacts:

Patricia Moriarty
Sunovion Pharmaceuticals Inc.
508-787-4279
patricia.moriarty@sunovion.com

Molly Wilson
Tonic Life Communications
215-928-2357
molly.wilson@toniclc.com

EVERYONE BREATHE™ LAUNCHES NEW ASTHMA EDUCATION GRANT PROGRAM TO RAISE AWARENESS OF ASTHMA AND IMPROVE ASTHMA CARE IN SCHOOLS ACROSS AMERICA

Ten \$2,500 educational savings bonds awarded to students with asthma and ten \$5,000 grants awarded to schools

MARLBOROUGH, Mass., April 28, 2011 – Everyone Breathe – an educational program geared toward raising awareness of asthma – launched a new initiative today in partnership with the Asthma and Allergy Foundation of America (AAFA) aimed at improving the quality of asthma care and asthma education in schools across America.

“Having battled the symptoms of asthma for many years, and now as the mother of a child with asthma, I can’t emphasize enough the importance of quality asthma care both at home and in school,” said Mary Joe Fernandez, tennis champion and Everyone Breathe spokesperson. “I believe that it is essential for parents of children with asthma to take a proactive role in helping them lead healthy and symptom-free lives and one way to do this is to help make their environments more asthma-friendly. Through the Everyone Breathe program, we are working to further educate people about asthma, providing opportunities to improve the way the condition is perceived and cared for at school and supporting students’ continued education.”

Parents or guardians of children with asthma are invited to nominate their child and child’s school for the Everyone Breathe Asthma Education savings bond and grant. Ten winning applications will be selected: nominated students in the winning application will receive a \$2,500 savings bond for their continued education and the schools nominated in the winning application will receive a \$5,000 grant to implement the proposal outlined in the application to help improve asthma care and education at the school. Fifty additional applications will be selected as second-place winners and those nominated schools will receive asthma nebulizer kits.

“We have been dedicated to improving the lives of school-aged children with asthma for 60 years so we are excited to be part of an initiative to motivate parents and caregivers to work with schools to develop ways to improve asthma care and awareness,” said Bill McLin, President and CEO of the Asthma and Allergy Foundation of America. “Asthma affects nearly seven million children in America, and it is imperative that we make an effort to further educate children and parents on asthma care and management. The Everyone Breathe program and grants will help do that.”

Interested parents or guardians are encouraged to work closely with school administrators or parent-teacher organizations to apply for the savings bond and grant. They will have the opportunity to share their child's experience with asthma, explain why their child is deserving of a savings bond and propose ways to make their child's school more asthma-friendly. Applications will be reviewed by a judging panel, which includes Mary Joe Fernandez and a representative from AAFA, and will be awarded based on creativity, overall need for the grant and student savings bond, and level to which students with asthma will be positively impacted. **Application forms are available on www.EveryoneBreathe.com and will be accepted until July 29, 2011.** Winners will be announced in September 2011.

Parents and caregivers are encouraged to visit www.EveryoneBreathe.com today to apply for the Everyone Breathe Asthma Education savings bond and grant and for more information about asthma.

The Everyone Breathe program launched in 2010 as an educational initiative geared toward providing parents and caregivers with information and tools to help them manage their child's asthma symptoms. The program website has a number of valuable resources, including questions for healthcare providers (HCPs), a printable asthma diary, a caregiver checklist and an Asthma Action Plan to complete with their HCP. Furthermore, www.EveryoneBreathe.com also offers information to help patients and caregivers understand different treatment options and learn how to live better with asthma.

Everyone Breathe is sponsored by Sunovion Pharmaceuticals Inc. The Everyone Breathe Asthma Education Grants program is supported by Sunovion Pharmaceuticals Inc. in partnership with the Asthma and Allergy Foundation of America.

About Mary Joe Fernandez

Mary Joe Fernandez is a former Grand Slam tennis finalist and Olympic Gold medalist and now serves as a tennis broadcast commentator for ESPN and CBS Sports. In 1985, at the age of 14, Mary Joe became the youngest tennis player ever to win a main draw match at the U.S. Open. The following year, Mary Joe turned professional and went on to lead a very successful tennis career.

Mary Joe has also lived with asthma her entire life, although she wasn't formally diagnosed by her doctor until the age of 20. Within the last few years, Mary Joe learned that her six-year-old son Nicolas also has asthma and she has since been dedicating her time to help raise awareness of asthma through the Everyone Breathe program. Mary Joe is a paid spokesperson for Everyone Breathe. More information surrounding Mary Joe's involvement with Everyone Breathe can be found at www.EveryoneBreathe.com.

About Asthma and Allergy Foundation of America

The Asthma and Allergy Foundation of America (AAFA) is the leading patient organization for people with asthma and allergies, and the oldest asthma and allergy patient group in the world. Founded in 1953, AAFA's mission is to improve the quality of life for people with asthma and allergic disease 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 Community Awareness Partners Clinics around the U.S. The organization develops health education, organizes state and national advocacy efforts and funds research to find better treatments and cures. In addition, the mission of AAFA's website, www.AAFA.org, is to provide online access to AAFA's reliable, validated asthma and allergy information and tools to families, patients, parents, healthcare providers, policymakers and others.

About Sunovion Pharmaceuticals Inc. (Sunovion)

[Sunovion](#) is a leading pharmaceutical company dedicated to discovering, developing and commercializing therapeutic products that advance the science of medicine in the central nervous system (CNS) and respiratory disease areas and improve the lives of patients and their families. Sunovion's drug development program, together with its corporate development and licensing efforts, has yielded a formidable portfolio of pharmaceutical products and candidates with a focus on respiratory and central nervous system disorders.

Sunovion, an indirect, wholly-owned subsidiary of Daiippon Sumitomo Pharma Co., Ltd., is headquartered in Marlborough, Mass. More information about Sunovion Pharmaceuticals Inc. is available at www.sunovion.com.

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