

# Pfizer Teams With EatingWell To Launch Free Mobile App

## Lipitor For You "Recipes 2 Go" App Helps Consumers Manage Heart Health on the Go

NEW YORK, May 22, 2012 [PRNewswire](#)/ -- Pfizer Inc. (NYSE: PFE) and EatingWellMedia Group, publisher of *EatingWell* Magazine and part of Meredith Corporation (NYSE: MDP), today announced the launch of Pfizer's *Lipitor For You* "Recipes 2 Go" mobile application ("app"), marking the first time Pfizer has released a consumer mobile app for a prescription product in the U.S.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

The *Lipitor For You* "Recipes 2 Go" app is available for free from the App Store on iPhone, iPod touch and iPad, at [www.itunes.com/appstore](http://www.itunes.com/appstore), and for Android phones and tablets from Google Play ([www.play.google.com](http://www.play.google.com)).

The "Recipes 2 Go" app offers consumers a variety of resources that can help to manage heart health anytime, anywhere. The app includes access to healthy recipes for appetizers, entrees, side dishes, snacks and desserts; a shopping list feature; and tips on portion sizes and exercise.

The *Lipitor For You* "Recipes 2 Go" app includes:

- 200 healthy recipes from *EatingWell* with easy-to-follow instructions and beautiful full-color photos
- Intuitive categories and practical search feature to help find specific recipes
- An easy-to-use shopping list that makes planning healthy meals simple
- A "Favorites" functionality that allows users to keep their favorite recipes at their fingertips
- A built-in timer
- A copy of the LIPITOR \$4 Co-Pay Card where Pfizer *Lipitor for You* participants can save their unique ID number to always have their card on hand when refilling their LIPITOR® (atorvastatin calcium) tablets prescription

Pfizer began working with *EatingWell* in 2009, licensing the brand's healthy recipes for the LIPITOR *My Heart Wise* website.

"The launch of a mobile app solution in conjunction with Pfizer is an important step toward helping to make heart-healthy living more convenient for today's on-the-go consumers," said Larry Sommers, General Manager, Digital Media and Business Development, *EatingWell*. "Our team of registered dietitians, nutrition and Test Kitchen experts has created custom healthy-eating solutions to inspire consumers to make healthy eating a way of life."

"Taking a cholesterol-lowering medication like LIPITOR is just part of the equation for maintaining a healthy lifestyle," said Greg Reeder, Senior Director, Team Leader, US Brands, Established Products Business Unit, Pfizer Inc. "The healthy recipes from our partnership with *EatingWell* gives Pfizer another innovative way to educate patients on the importance of managing cholesterol."

The *Lipitor For You* "Recipes 2 Go" app extends the newly launched *Lipitor For You and Smart Living* website ([www.lipitorsmartliving.com](http://www.lipitorsmartliving.com)), which features over 500 additional healthy recipes from *EatingWell*, helping to inspire patients to cook delicious meals that are compatible with their treatment goals. Statistics show that one in five adults over the age of 20 in the U.S. has high cholesterol, which is a major risk factor for cardiovascular disease, including heart attack and stroke.

## **ABOUT EATINGWELL**

EatingWell is a fast-growing media brand that focuses exclusively on the expanding healthy-eating sector. EatingWell is positioned to be the leading source of science-based nutrition advice; delicious, easy and healthy recipes and useful shopping information. The brand has rapidly diversified from producing its flagship bimonthly *EatingWell* Magazine (which now reaches more than 3 million readers) to multiple formats, including a content-rich website ([www.eatingwell.com](http://www.eatingwell.com)) that reaches more than 4 million unique visitors a month, content and brand licensing, custom publishing and consumer cookbooks and health books. EatingWell Media Group was acquired by Meredith Corporation, the nation's leading media and marketing company serving women, in June 2011.

## **ABOUT Pfizer Inc.: Working together for a healthier world®**

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at [www.pfizer.com](http://www.pfizer.com).

## **ABOUT LIPITOR:**

LIPITOR (atorvastatin calcium) tablets are a prescription medicine that is used along with a low-fat diet. It lowers the LDL ("bad") cholesterol and triglycerides in your blood. It can raise your HDL ("good") cholesterol as well. LIPITOR can lower the risk for heart attack, stroke, certain types of heart surgery, and chest pain in patients who have heart disease or risk factors for heart disease such as age, smoking, high blood pressure, low HDL, or family history of early heart disease.

LIPITOR can lower the risk for heart attack or stroke in patients with diabetes and risk factors such as diabetic eye or kidney problems, smoking, or high blood pressure.

## **IMPORTANT SAFETY INFORMATION**

LIPITOR (atorvastatin calcium) tablets are not for everyone, including anyone who has previously had an allergic reaction to LIPITOR (atorvastatin calcium) tablets. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant.

If you take LIPITOR (atorvastatin calcium) tablets, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of rare but serious muscle side effects. Tell your doctor about all your medical conditions and all medications you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before starting LIPITOR (atorvastatin calcium) tablets and during your treatment if you have symptoms of liver problems. Tell your doctor if you have diabetes. Elevated blood sugar levels have been reported with statins, including LIPITOR (atorvastatin calcium) tablets.

Common side effects are diarrhea, upset stomach, muscle and joint pain, and changes in some blood tests.

## **LIPITOR \$4 Co-Pay Card Terms and Conditions**

By using the LIPITOR \$4 Co-Pay Card (the "Card"), you acknowledge that you currently meet the eligibility criteria and will comply with the terms & conditions described below:

This Card is not valid for prescriptions that are eligible to be reimbursed, in whole or in part, by Medicaid, Medicare or other federal or state healthcare programs (including any state prescription drug assistance programs and the Government Health Insurance Plan available in Puerto Rico [formerly known as "La Reforma de Salud"]).

The Card is not valid for prescriptions that are eligible to be reimbursed by private insurance plans or other health or pharmacy benefit programs which reimburse you for the entire cost of your prescription drugs.

To qualify for this offer, your out-of-pocket expense must be greater than \$4 per prescription. If your out-of-pocket expenses for a 1-month supply (30 tablets) are \$79 or less, you will pay \$4 for a 1-month supply. If your out-of-pocket expenses for a 1-month supply (30 tablets) exceed \$79, you

qualify for up to \$75 in savings for a 1-month supply. In either case, you can only qualify for up to \$1,000 of savings per calendar year. After maximum of \$1,000, you will pay usual monthly out-of-pocket costs.

You must deduct the value received under this program from any reimbursement request submitted to your insurance plan, either directly by you or on your behalf.

The Card is not valid for Massachusetts residents whose prescriptions are covered in whole or in part by third-party insurance, or where otherwise prohibited by law.

This Card cannot be combined with any other rebate/coupon, free trial or similar offer for the specified prescription.

**The Card will be accepted only at participating pharmacies.**

**This Card is not health insurance.**

Offer good only in the U.S. and Puerto Rico.

The Card is limited to 1 per person during this offering period and is not transferable. Offer limited to 1 use per month.

Pfizer reserves the right to rescind, revoke or amend the program without notice at any time.

Card and Program expires 12/31/2014.

No membership fees.

For reimbursement when using a non-participating pharmacy/mail order: Pay for LIPITOR prescription and mail copy of original pharmacy receipt (cash register receipt NOT valid) with product name, date and amount circled to:

LIPITOR Co-Pay Card  
6501 Weston Parkway, Suite 370  
Cary, NC 27513

Be sure to include a copy of the front of your Co-Pay Card, your name and mailing address.

SOURCE Meredith Corporation

For further information: Joan Campion, +1-212-733- 2798, for Pfizer; or Carrie Carlson, +1-212-551-7053, or Amanda Cortese, +1-212-551-7087, both for EatingWell

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