



Amgen and Jay Leno Partner to Sound the Alarm on High Cholesterol and its Link to Heart Attack and Stroke in Patients Most at Risk

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If You've had a Heart Attack or Stroke, Your Risk of Having Another Cardiovascular Event is Nearly One in Three(1) Cholesterol 911 Urges These High-Risk Patients to See the Emergency in High Cholesterol and Talk to Their Doctor About Ways to Reduce the Risk of Another Heart Attack and Stroke

THOUSAND OAKS, Calif., March 12, 2019 /PRNewswire/ -- Amgen (NASDAQ:AMGN) today launched [Cholesterol 911](#), a national initiative urging high-risk cardiovascular disease patients to reduce their risk of another heart attack or stroke by addressing their continued high LDL-C, or "bad" cholesterol. Comedian and television host Jay Leno has partnered with Amgen to motivate patients and caregivers to get in the driver's seat as it relates to their cholesterol management. Leno's familiar humor and love of cars are at the forefront of this message. A series of videos set in Leno's famous garage sound the alarm on the connection between high cholesterol and its link to heart attack and stroke.

View the multimedia news release here: <https://www.multivu.com/players/English/8490252-amgen-cholesterol-911/>.

"I have high cholesterol that thankfully I am able to control with the help of my doctor, but I've learned from some close friends about its connection to their heart attack or stroke," said Leno. "I have a lifelong passion for all kinds of vehicles, and I love driving them, but being in the back of an ambulance is not somewhere I ever want to end up. I hope this effort encourages people to see the emergency in high cholesterol and talk to their doctor to explore what more they can do to lower their cholesterol and risk of having another heart attack or stroke."

In the United States someone has a heart attack every 40 seconds.² Bad cholesterol, also known as LDL-C, is one of the most important modifiable risk factors for heart attack.³ While many people may be able to reduce their cholesterol through diet, exercise or medication, those who have experienced a previous heart attack or stroke and still struggle with high bad cholesterol despite current treatment may require additional treatment options to further reduce their cardiovascular risk.

"We know these patients are worried about having another event and we want to encourage them to take action to further reduce their LDL-C by partnering with their doctor to ensure they are doing all they can to lower their risk," said James A. Underberg, M.D., clinical assistant professor of medicine at NYU School of Medicine. "As recognized by the recent ACC/AHA treatment guidelines, lower is better when it comes to LDL-C and these high-risk patients who may need treatment to reduce their risk of a subsequent cardiovascular event."⁴

The launch follows the recently updated American College of Cardiology (ACC) and American Heart Association (AHA) Guideline on the Management of Blood Cholesterol which acknowledges the importance of significantly lowering cholesterol to reduce cardiovascular risk.⁴ Additionally, the guidelines recognize that patients with cardiovascular disease at very high risk of another heart attack or stroke and above certain LDL-C levels should consider talking to their doctor about what more could be done to effectively control their cholesterol.⁴

"A patient's risk for a subsequent cardiovascular event is at its highest in the year following their initial event," said Murdo Gordon, executive vice president of Global Commercial Operations at Amgen. "We hope the initiative empowers patients at high risk to understand their LDL-C levels and talk with their doctor about additional treatment options, including therapies that can reduce the risk of heart attack and stroke."

To learn more about Jay Leno's story and for additional information and resources, visit www.Cholesterol911.com.

About Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its biologics manufacturing expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be the world's largest independent biotechnology company, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

For more information, visit www.amgen.com and follow us on www.twitter.com/amgen.

CONTACT: Amgen, Thousand Oaks
Trish Hawkins, 805-447-5631 (media)
Jessica Akopyan, 805-447-0974 (media)

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Jay Leno sounds the alarm on high cholesterol

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Infographic



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