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AstraZeneca Uses Novel Digital Marketing Program to Capture Physicians' Attention

--Campaign Yields 11 Percent Response Rate in First Two Weeks--*

August 25, 2008- Wilmington, DE and Philadelphia – Leading pharmaceutical company AstraZeneca (NYSE: AZN) has broken through the clutter with an innovative digital iKyp™ Webkey campaign connecting physicians with helpful information and resources about ZOMIG® (zolmitriptan) migraine relief medication. The direct marketing program, developed by Digitas Health in collaboration with Kyp Systems, Inc., is the first program of its kind to be used in the US by a pharmaceutical company.

The iKyp Webkey was mailed to physicians in mid-June, and within five days physicians began utilizing the device.* This immediately fulfilled the project's goal, which was to test a new and interesting way to reach physicians.

"We are always looking for ways to appeal to health care professionals with useful and relevant information the way they want to receive it, and this innovative campaign fit what we were seeking. We are the first pharmaceutical company to utilize the iKyp Webkey technology in a US campaign of this kind and scale," said Paul DiMattia, Executive Director Commercial Operations at AstraZeneca. "After we experienced the iKyp Webkey technology with a small project for another brand, we were immediately driven to utilize this technology for ZOMIG."

Selected physicians were sent a ZOMIG "Power Key" box containing a custom-designed iKyp. This guide uses interactive knowledge wheels and expanding inserts to engage physicians with information about ZOMIG. The mailer's highlight is Kyp's patented and recently launched iKyp Webkey, a breakthrough USB-style device that seamlessly connects users to a protected Web site where they could access product information and resources, as well as order product samples.

“AstraZeneca and Digitas Health are thought leaders by being the first to leverage the power of our iKyp Webkey application in the pharmaceutical market,” said Lou Vastardis, president of US operations, Kyp Systems. “The iKyp allows marketers to quickly educate physicians or patients while also connecting them online to deeper user experiences that can be personalized and measured using our technology.”

* Results are sourced from *Kyp Systems*.

About ZOMIG® (zolmitriptan)

The ZOMIG brand is currently marketed in three dosage forms: ZOMIG (zolmitriptan) Tablets (5 mg and 2.5 mg), ZOMIG-ZMT® (zolmitriptan) Orally Disintegrating Tablets (5 mg and 2.5 mg), and ZOMIG (zolmitriptan) Nasal Spray (5 mg).

ZOMIG is indicated for the acute treatment of migraine with or without aura in adults.

ZOMIG is not intended for the prophylactic therapy of migraine or for the use of the management of hemiplegic or basilar migraine.

- You should not take ZOMIG if you have heart disease, history of, or risk factors for heart disease, uncontrolled high blood pressure, circulation (blood flow) problems, or have had a stroke. Only your doctor can determine if ZOMIG is right for you
- Talk to your doctor if you are pregnant, planning to become pregnant, or breastfeeding because ZOMIG may not be right for you
- ZOMIG, like other triptans, may be associated with a potentially life-threatening condition called serotonin syndrome, mainly when taken together with certain antidepressants. Inform your doctor of all your medications prior to taking ZOMIG
- Phenylketonurics: ZOMIG-ZMT® (zolmitriptan) Orally Disintegrating Tablets contain phenylalanine, a component of aspartame
- Safety and effectiveness of ZOMIG in pediatric patients have not been established
- **Side Effects:** The most common side effects reported by patients in clinical trials with ZOMIG® Nasal Spray include unusual taste, tingling sensation, skin sensitivity, and dizziness
- **Side Effects:** The most common side effects reported by patients in clinical trials with ZOMIG® Tablets and ZOMIG-ZMT include dizziness; tightness, pressure, pain in the neck, throat, or jaw; fatigue; tingling; drowsiness; and nausea

ZOMIG and ZOMIG-ZMT are registered trademarks of the AstraZeneca group of companies.

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About AstraZeneca

AstraZeneca is a major international health care business engaged in the research, development, manufacturing and marketing of meaningful prescription medicines and supplier for health care services. AstraZeneca is one of the world's leading pharmaceutical companies with health care sales of \$29.559 billion and is a leader in gastrointestinal, cardiovascular, neuroscience, respiratory, oncology, and infectious disease medicines. In the United States, AstraZeneca is a \$13.366 billion health care business committed to improving people's lives. AstraZeneca is listed in the Dow Jones Sustainability Index (Global).

For more information visit www.astrazeneca-us.com.

About Digitas Health

Counting as clients many of the world's leading pharmaceutical, bioscience, and medical device companies, Digitas Health is a next-generation marketing agency that helps build health care brands that patients, caregivers, and health care professionals feel confident turning to and recommending when they are sick, in need, or helping others. With offices in Philadelphia, New York, and Chicago, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world's fourth largest communications group, second largest media counsel and buying group, and a global leader in digital and health care communications. For more information, please visit www.digitashealth.com.

About Kyp Systems, Inc.

Kyp Systems, Inc. is the US division of Kyp Systems Plc, the creator and exclusive producer of the patented iKyp. Launched in September 2005, the iKyp is a customizable, paper-based marketing tool that is proven to generate higher return on investment (ROI) and response rates. Globally headquartered in London, the company's North American headquarters are located in Philadelphia with a sales office in New York, and operations in China and the Middle East.

iKyp is a trademark of Kyp Systems. All other names are the property of their respective owners.

This release is available on the KCSA Strategic Communications site at www.kcsa.com