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LILLY USA, LLC  
PO BOX 4894  
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Join the free support program that gives you tools and resources to help you better manage your type 2 diabetes.

Plus, get a free BYETTA® Pen carrying case.



Sign up for *BYETTA By Your Side*™.

If you're taking BYETTA as your healthcare professional prescribed, you're already off to a good start. But medicine is only part of the solution, and it helps to have a little support. That's why the makers of BYETTA have created *BYETTA By Your Side*, a free support program that can help you better manage your type 2 diabetes.



**Indication**

BYETTA is an injectable prescription medicine that may improve blood sugar (glucose) control in adults with type 2 diabetes mellitus, when used with a diet and exercise program.

BYETTA is not insulin and should not be taken instead of insulin. BYETTA is not recommended to be taken with insulin. BYETTA is not for people with type 1 diabetes or people with diabetic ketoacidosis.

**Important Safety Information for BYETTA® (exenatide) injection**

- Serious side effects can happen in people who take BYETTA, including inflammation of the pancreas (pancreatitis) which may be severe and lead to death. Before taking BYETTA, tell your healthcare provider if you have had pancreatitis, stones in your gallbladder (gallstones), a history of alcoholism, or high blood triglyceride levels. Call your healthcare provider right away if you have pain in your stomach area (abdomen) that is severe, and will not go away. The pain may happen with or without vomiting and may be felt going from your abdomen through to your back.
- Your risk for getting low blood sugar is higher if you take BYETTA with another medicine that can cause low blood sugar, such as a sulfonylurea. The dose of your sulfonylurea medicine may need to be lowered while you use BYETTA.
- BYETTA should not be used in people who have severe kidney problems and should be used with caution in people who have had a kidney transplant. BYETTA may cause new or worse problems with kidney function, including kidney failure.
- Before you use BYETTA, tell your healthcare provider if you have severe problems with your stomach, such as delayed emptying of your stomach (gastroparesis) or problems with digesting food.
- Do not use BYETTA if you have had an allergic reaction to exenatide or any of the other ingredients in BYETTA. Severe allergic reactions can happen with BYETTA. Stop taking BYETTA and get medical help right away.
- Tell your healthcare provider if you are pregnant or plan to become pregnant. It is not known if BYETTA will harm your unborn baby. Talk to your healthcare provider first if you are breastfeeding or plan to breastfeed.
- The most common side effects with BYETTA include nausea, vomiting, diarrhea, dizziness, headache, feeling jittery, and acid stomach. Nausea most commonly happens when first starting BYETTA, but may become less over time.

These are not all the side effects with BYETTA. Talk to your healthcare provider about any side effect that bothers you or that does not go away.

Please see the accompanying BYETTA Prescribing Information and patient Medication Guide.

Visit [www.BYETTA.com](http://www.BYETTA.com) for more information.



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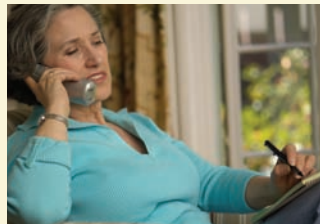


Exclusively for people on BYETTA®:  
Get the support you need for free.



From doctors to dietitians, put a team of experts by your side.

Having type 2 diabetes can be a challenge. But managing it doesn't have to be. Good care, the right medication, and support can all help make a difference in managing your condition and controlling your blood sugar (glucose) levels.



With *BYETTA By Your Side*<sup>SM</sup>, you don't have to go it alone. Right from the start, you can call our toll-free Easy Start Line at 1-800-868-1190 and a healthcare specialist

will help take you through the injection process. You'll then have a whole team of diabetes experts to help you.

They'll be coming to you through your mailbox and e-mail—bringing you the help you need to manage your type 2 diabetes. You'll get tips on healthy eating and portion control. Advice on how small steps can make a big difference in keeping you physically active. And tools to help make living with your condition easier. Living well with type 2 diabetes takes information, education, and motivation. And *BYETTA By Your Side* is just the place to find it.

You've taken a big step toward improving your blood sugar (glucose). Our experts are by your side all the way.



### You can manage your type 2 diabetes with BYETTA.

BYETTA<sup>®</sup> is an injectable prescription medicine that may improve blood sugar (glucose) control in adults with type 2 diabetes, when used with a diet and exercise program. It can also be used with metformin, a sulfonylurea, or a thiazolidinedione. BYETTA is not insulin and should not be taken instead of insulin. BYETTA is not recommended to be taken with insulin.

### Some Important Safety Information about BYETTA.

Serious side effects can happen in people who take BYETTA, including inflammation of the pancreas (pancreatitis) which may be severe and lead to death. BYETTA should not be used in people who have severe kidney problems and should be used with caution in people who have had a kidney transplant. Your risk for getting low blood sugar is higher if you take BYETTA with another medicine that can cause low blood sugar, such as a sulfonylurea. For additional Important Safety Information, see the back panel and the accompanying Prescribing Information and patient Medication Guide.

### Get a free BYETTA Pen carrying case.

This handsome carrying case is a great way to take your BYETTA Pen and needles with you. Or store them safely at home. And it's yours—free—when you join *BYETTA By Your Side*. So why not sign up today?



Need help using your pen? Have questions about insurance coverage? Want to hear about our assistance program for uninsured individuals? Call the number below to speak with a healthcare specialist.

To enroll, simply fill out and mail the attached survey and form. Call 1-800-868-1190 or visit our Web site at [www.BYETTA.com/welcome](http://www.BYETTA.com/welcome). We'll send your free pen carrying case within a few weeks.



I'd like to sign up for the *BYETTA By Your Side*<sup>SM</sup> program. And receive my free pen carrying case.



(PLEASE PRINT)

Mr. / Ms. / Mrs. (Circle one) First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Street Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

E-mail Address \_\_\_\_\_ Date of Birth \_\_\_\_\_ (Month) \_\_\_\_\_ (Day) \_\_\_\_\_ (Year)

*Only one carrying case per customer, while quantities last. Please allow 6 to 8 weeks for delivery.*

I understand that I must be 18 years or older to accept this offer. I understand that the information I am providing may be used for marketing purposes by Amylin Pharmaceuticals, Inc. (Amylin), Eli Lilly and Company (Lilly), and their respective business partners to provide me information about my condition and other health conditions and products; and to contact me to see if I'd like to participate in product research activities; and to learn about and develop products and services concerning my conditions and other health conditions. By submitting this form, I indicate my consent to these uses. I understand that the information I provide may be matched with my prescription data for the purposes of evaluating future improvements to this program and to provide me specific information in connection with BYETTA programs. I understand that I may request to be removed from your respective contact lists by calling 1-877-724-1505 or by writing to Amylin or Lilly at the following addresses: Amylin Pharmaceuticals, Inc., Attn: Opt Out Program, 9360 Towne Centre Drive, San Diego, CA 92121 or Eli Lilly and Company, P.O. Box 6245, Indianapolis, IN 46206-6245.

### Filling out this survey will help us help you.

- When did you start taking BYETTA<sup>®</sup>? (Check one)
  - Less than 2 weeks ago
  - 2–4 weeks ago
  - 1–2 months ago
  - More than 2 months ago
  - Have not started BYETTA
- How long ago were you diagnosed with type 2 diabetes? (Check one)
  - 0–3 years
  - 4–9 years
  - 10+ years
- Have you ever done any of the following? (Check all that apply)
  - Taken a diabetes education class
  - Consulted with a diabetes educator
  - Visited an endocrinologist for your diabetes
  - None of these
- Overall, how many prescription medications are you taking? (Check one)
  - 1–3
  - 4–7
  - 8+
- Which of the following describes how you pay for BYETTA? (Check one)
  - Prescription plan through insurance
  - Medicare Part D
  - Cash
  - Medicaid
- Do you have a family history of diabetes? (Check one)
  - Yes
  - No
  - Don't know
- Of the following topics, which ones interest you? (Check all that apply)
  - More information about BYETTA
  - Healthy eating
  - Easy physical activities
  - General diabetes information

For Important Safety Information, see the back panel and the accompanying Prescribing Information and patient Medication Guide.

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Tear here, then fill out the form at right, seal, and mail.