



National Sports Commentator, Dr. Jerry Punch, Together with Men's Health Network and Endo Pharmaceuticals, Encourages Men with Peyronie's Disease to Ask About the Curve

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- New educational campaign puts a spotlight on a lesser-known men's health condition that can affect as many as one in 10 men worldwide

- Dr. Punch encourages affected men to visit www.AskAboutTheCurve.com to learn more and to step up and face their challenge head on

DUBLIN and MALVERN, Pa., March 9, 2016 /PRNewswire/ -- Nationally-recognized and long-standing sports announcer Jerry Punch, M.D., is teaming up with Men's Health Network and Endo Pharmaceuticals Inc., a subsidiary of Endo International plc (NASDAQ: ENDP) (TSX: ENL), to launch "Ask About the Curve," a new educational campaign designed to raise awareness of Peyronie's disease. Peyronie's disease is a little-known men's health condition that can occur during midlife or later. And, while the disease is physical in nature, the impact may also be psychological and could possibly hold men back from talking about it.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7752151-ask-about-the-curve-psa/>

Peyronie's disease, or "PD," is a condition that can cause curvature of the penis that could be painful during arousal and intimacy. It can affect as many as one in 10 men worldwide, but diagnosis rates remain low because men with PD may be too uncomfortable to speak up and get help. Together with Endo and Men's Health Network, Dr. Punch is encouraging men who think they might have PD to face their challenge head on by starting the conversation with their doctor.

"As a sports commentator, I've witnessed thousands of men on the court, on the field and on the racetrack in their physical prime – cool, confident and thriving in the face of challenge. But, as a licensed physician, I've seen how this bravado can turn to embarrassment – even isolation – when that challenge becomes personal or intimate," said Dr. Punch. "Often, men feel too awkward to talk about issues like Peyronie's disease, even with a doctor. And while it may seem tough, it's important that any man with PD see a doctor, and *ask about the curve*. Starting the conversation is the first step to getting help."

PD is found in men of all ages but is most common in men ages 40 to 70. The condition is caused by a buildup of fibrous scar tissue that develops under the skin of the penis. And, while the exact cause of PD is unknown, it is believed to be caused by injury in the genital area – maybe even during sex. PD can be extremely difficult for the men who experience it, often resulting in feelings of low self-esteem or depression, isolation and embarrassment – as well as emotional and relationship problems with their partners. In fact, in a survey of 245 men with PD, 54 percent reported relationship problems, and 81 percent reported having emotional difficulty because of their PD.

"Men's Health Network is proud to be working with Dr. Punch and Endo Pharmaceuticals to put a spotlight on Peyronie's disease so that more men will be comfortable and confident enough to take action," said Ana N. Fadich, MPH, CHES, vice president at the independent non-profit organization, Men's Health Network. "Not all curved erections or penile bumps are caused by PD, so it's important for men to talk to a urologist who specializes in men's health conditions."

Only a doctor can make an accurate PD diagnosis, but there are a handful signs to look out for, which can include a curve in the penis during erection with or without associated difficulty during sex, lumps in the penis, a shrunken or shortened penis and/or pain during sex.

"Despite the impact of PD, many men suffer through the condition without any help or support," said Brian Lortie, President, U.S. Branded Pharmaceuticals at Endo. "Bringing forward educational programs like *Ask About the Curve* is part of Endo's long-standing commitment to men's health issues and we hope that through this initiative, more men who think they might have PD will come forward and talk to a urologist."

For additional information about Ask About the Curve, visit www.AskAbouttheCurve.com.

About Men's Health Network

[Men's Health Network](http://www.menshealthnetwork.org) (MHN) is an international non-profit organization whose mission is to reach men, boys, and their families where they live, work, play, and pray with health awareness messages and tools, screening programs, educational materials, advocacy opportunities, and patient navigation. Learn more about MHN at www.menshealthnetwork.org and follow them on Twitter @MensHlthNetwork or Facebook at www.facebook.com/menshealthnetwork.

About Endo International plc

Endo International plc (NASDAQ: ENDP) (TSX: ENL) is a global specialty pharmaceutical company focused on improving patients' lives while creating shareholder value. Endo develops, manufactures, markets and distributes quality branded pharmaceutical and generic pharmaceutical products as well as over-the-counter medications through its operating companies. Endo has global headquarters in Dublin, Ireland, and U.S. headquarters in Malvern, PA. Learn more at www.endo.com.

About Endo Pharmaceuticals Inc.

Endo Pharmaceuticals Inc. is focused on developing and delivering high-value branded pharmaceutical products that meet the unmet needs of patients. Endo Pharmaceuticals is an operating company of Endo International plc, a global specialty pharmaceutical company focused on improving patients' lives while creating shareholder value. Learn more at www.endo.com or www.endopharma.com.

Jerry Punch, MD, Physician, Broadcast Journalist (Host/Play-by-Play/Reporter)

Jerry Punch, MD, launched his sports casting career elbow-deep in motor oil and behind the wheel of a race car on the short tracks in the Carolinas. Occasionally, Dr. Punch switched seats as acting track announcer, unaware at the time that he would later cover NASCAR races on radio for the Motor Racing Network before moving on to television in what would become a 30+ year career in sports commentating with ESPN. Dr. Punch currently plays a key role in their coverage of college football, basketball as well as ABC's telecast of the Indianapolis 500 and other Verizon IndyCar series events.

In addition to his talent as a nationally-recognized sports announcer, Dr. Punch also spent 14 years as director of emergency room services at a Florida hospital and served two terms as chief of staff. Dr. Punch is highly respected in the sporting world and often called upon for his expertise as an M.D. to discuss and explain sports related injuries. He merges his experience behind the Emergency Department doors with his career as a sports reporter; which allows him to provide both accurate and concise explanations of injury mechanisms and treatment during live sports events, at the track or on the playing field.

Dr. Punch is again combining his unique skillset as a physician and sports commentator, this time in partnership with Endo Pharmaceuticals and international non-profit Men's Health Network, to bring his medical experience to the public to help raise awareness of an important and intimate men's health issue, Peyronie's disease, and to encourage men to *ask about the curve*.

NOT ALL CURVES ARE CREATED EQUAL

Like fingers and noses, erections come in all shapes and sizes. But a little-known men's health condition called Peyronie's disease (PD) can result in an abnormal curve that could be painful during intimacy and arousal.

WHILE THE EXACT CAUSE OF PD IS UNKNOWN, CONTRIBUTING FACTORS COULD INCLUDE:

MANY MEN WITH PD MAY BE TOO EMBARRASSED TO TALK TO A DOCTOR

IN A SURVEY OF 100 UROLOGISTS **59%** said their patients with PD found it difficult or **EXTREMELY DIFFICULT** to TALK ABOUT their condition with a **UROLOGIST**

SIGNS OF PD TO LOOK OUT FOR

Only a doctor can make an accurate PD diagnosis, but there are a handful of signs to look out for, which can include:

- A curve in the penis during erection with or without associated difficulty during sex
- Lumps in the penis
- A shrunken or shortened penis
- Pain during erections

According to a survey of 245 men with PD, **54%** OF MEN WITH PD reported relationship problems.

PD CAN BE EMOTIONALLY DIFFICULT FOR THE MEN WHO EXPERIENCE IT

- 48%** of men with PD report depression* (in a study of 92 men with PD)
- 81%** of the men with PD reported having emotional problems because of PD† (in a survey of 245 men with PD)

WWW.ASKABOUTTHECURVE.COM

IF YOU OR SOMEONE YOU KNOW MAY HAVE PD, VISIT

ASK ABOUT THE CURVE
BROUGHT TO YOU BY ENDO PHARMACEUTICALS AND MEN'S HEALTH NETWORK

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ASK ABOUT THE CURVE

BROUGHT TO YOU BY ENDO PHARMACEUTICALS AND MEN'S HEALTH NETWORK

WHAT YOU NEED TO KNOW ABOUT PEYRONIE'S DISEASE (PD)

1

Not all curves are created equal.

Like fingers and noses, erections come in all shapes and sizes. And while it may be common for an erection to curve slightly, the curve shouldn't be bothersome. And it shouldn't be painful.

2

A noticeably curved erection that could be painful? Sounds uncomfortable...

PD is a condition in men in which there is an abnormal curve that can be painful during intimacy or arousal.

PD can be extremely difficult for the men who experience its effects, and may result in anxiety, feelings of low self-esteem, or depression—not to mention emotional and relationship problems with their partners.^{1,3}

3

How common is it?

It is estimated that PD can affect as many as 1 in 10 men worldwide. In the US, PD is considered a rare medical condition. Diagnosis rates remain low because men living with PD may be too uncomfortable to see a urologist, a doctor who specializes in men's health conditions.^{1,4}

4

What causes PD?

PD is caused by a buildup of fibrous scar tissue (plaque) that develops under the skin of the penis. And, while the exact cause of the plaque is unknown, it's believed to be caused by injury "down there"—maybe even during sex.^{2,4}

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/national-sports-commentator-dr-jerry-punch-together-with-mens-health-network-and-endo-pharmaceuticals-encourages-men-with-peyronies-disease-to-ask-about-the-curve-300233185.html>

SOURCE Endo International plc

Endo International plc: Investors/Media: Keri P. Mattox, (484) 216-7912; Media: Heather Zournas-Lubeski, (484) 216-6829