



Afrezza® Inhaled Insulin Television Advertising Campaign Wins Gold Award for Creativity

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Broadcast spot recognized at 2018 Medical Marketing & Media (MM&M) Awards

WESTLAKE VILLAGE, Calif., Oct. 15, 2018 (GLOBE NEWSWIRE) -- **MannKind Corporation (Nasdaq:MNKD)**, a company focused on the development and commercialization of inhaled therapeutic products for patients with diseases such as diabetes and pulmonary arterial hypertension, was recently awarded top honors for its first Afrezza® TV commercial, "Unexpected Moments," at the *Medical Marketing & Media (MM&M)* awards ceremony last week. The company worked with precisioneffect, a Boston-based healthcare advertising agency, to produce the advertisement.

"Managing mealtime control is crucial in order to help individuals living with diabetes optimize their outcomes," said Michael Castagna, CEO of MannKind Corporation. "Recent data published from the STAT study showed that Afrezza is associated with significant reductions in post-meal glucose excursions in patients with type 1 diabetes compared to an injected rapid-acting insulin. Our light-hearted ad, which showcases magical moments when food appears seemingly out of nowhere, drives home the message that it's impossible to plan perfectly around meals. We are pleased that we are bringing awareness to this topic and can showcase Afrezza as an alternative to injected insulin at mealtimes."

Since its launch in July 2017, the television ad has contributed to increased interest in Afrezza, and a rise in sales and new prescriptions in the markets it has aired.

"We are thrilled to have had the opportunity to partner with MannKind and help spread awareness about Afrezza through a campaign as unique as its product," said Carolyn Morgan, President, precisioneffect.

The *Medical Marketing & Media* annual awards program is the premier healthcare advertising awards show to recognize and champion both creativity and effectiveness in healthcare marketing and communications.

The winning Afrezza TV advertisement can be seen here: <https://www.youtube.com/watch?v=INHz5-I35DA>

About MannKind Corporation

MannKind Corporation (NASDAQ:MNKD) focuses on the development and commercialization of inhaled therapeutic products for patients with diseases such as diabetes and pulmonary arterial hypertension. MannKind is currently commercializing Afrezza® (insulin human) Inhalation Powder, the Company's first FDA-approved product and the only inhaled rapid-acting mealtime insulin in the United States, where it is available by prescription from pharmacies nationwide. MannKind is headquartered in Westlake Village, California, and has a state-of-the-art manufacturing facility in Danbury, Connecticut. The Company also employs field sales and medical representatives across the U.S. For further information, visit www.mannkindcorp.com.

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Source: MannKind