



December 29, 2015

A New Take On New Year's And Chronic Weight Management: Smart Changes™ Program Combines Positive Lifestyle Changes With Prescription Medication For Weight Loss

New Survey Finds Good Intentions Don't Always Equal Results or Change in Habits

MOUNTAIN VIEW, Calif., Dec. 29, 2015 /PRNewswire/ -- "When it comes to New Year's weight loss resolutions and chronic weight management, the best laid plans don't always yield success. A new national online survey among obese or overweight American adultsⁱ shows that over-the-counter (OTC) products and plans are a big part of the problem, and that it is very difficult for people to change their lifestyles."

Adults who are obese or overweightⁱⁱ who made New Year's resolutionsⁱⁱⁱ to lose weight reported making an average of eight attempts, and an average of six were unsuccessful. Those who spent money on an OTC plan^{iv} reported paying an average of \$650 for such remedies.

There is, however, some good news for people making weight loss and longer term weight management resolutions this year: 40 percent of those who made a New Year's resolution to lose weight,^v had at least one successful weight loss attempt, and used prescription medication were able to keep the weight off.^{vi}

"People want to commit to healthier lifestyles at the New Year, but they often get trapped in a regular cycle of diet failure," said Scott Kahan, M.D., M.P.H., director of the National Center for Weight and Wellness. "Patients who continuously struggle with weight and who have had repeated unsuccessful weight loss attempts should talk to a doctor about a reasonable and comprehensive plan that combines effective modalities, such as prescription medication, with positive lifestyle changes."

Fortunately, people don't have to go it alone. The new [Smart Changes™ Program](#) sponsored by Vivus, Inc. (NASDAQ: VVUS) is the first weight loss plan to combine a 14-day, free-trial offer of Qsymia[®] (phentermine and topiramate extended-release) capsules CIV, an FDA-approved medication for the treatment of obesity, with a Vivus-sponsored, free, three-month subscription to The Mayo Clinic Diet.

"The Smart Changes Program is designed to help people get the most out of their efforts," said Dr. Kahan. "FDA-approved Qsymia has been formulated both to reduce hunger and help you feel full, and The Mayo Clinic Diet's clinically-tested techniques can help you build behavioral changes for lasting success."

About the Survey

Survey results indicate that a comprehensive weight loss approach like the Smart Changes Program may fill an unmet need for obese and overweight people who unsuccessfully relied on OTC plans and who had difficulty making lifestyle changes for past New Year's weight loss attempts.

Among obese and overweight resolution-making adults, some of the most common reasons for failure were:

- ┆ Trouble following through on the plan (36 percent)
- ┆ Knowing what food choices to make but struggling to make healthier choices (33 percent)
- ┆ Feeling hungry all the time (28 percent)

Survey Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Vivus from November 6-10, 2015 among 759 obese or overweight adults with a comorbidity, ages 18 and older, among whom 403 have ever made a New Year's resolution to lose weight or weight loss effort starting in January. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

About Smart Changes Program

Designed to help you make the most of your commitment to weight loss and longer term weight management, the Smart Changes Program combines positive lifestyle changes with a prescription medication proven to help you lose significant weight. It includes:

- | A free 14-day trial of Qsymia® (phentermine and topiramate extended-release) capsules CIV, an FDA-approved medication for the treatment of obesity
- | A free, limited, 3-month subscription to The Mayo Clinic Diet, including a daily meal planner, portion control guides, weight and habit trackers, food and fitness journal, more than 100 delicious recipes, and workout options.

The Mayo Clinic Diet is not a one-size-fits-all approach to weight loss. The Mayo Clinic has helped thousands of people across the country lose weight.

This limited free-trial offer does not represent an actual or implied endorsement of Qsymia by Mayo Clinic or The Mayo Clinic Diet. Mayo Clinic has authorized VIVUS to distribute The Mayo Clinic Diet. Mayo Clinic does not endorse any non-Mayo products or services.

About Qsymia

Qsymia is approved in the U.S. and is indicated as an adjunct to a reduced-calorie diet and increased physical activity for chronic weight management in adults with an initial body mass index (BMI) of 30 kg/m² or greater (obese) or 27 kg/m² or greater (overweight) in the presence of at least one weight-related medical condition such as high blood pressure, type 2 diabetes, or high cholesterol.

The effect of Qsymia on cardiovascular morbidity and mortality has not been established. The safety and effectiveness of Qsymia in combination with other products intended for weight loss, including prescription and over-the-counter drugs, and herbal preparations, have not been established.

Important Safety Information

Qsymia® (phentermine and topiramate extended-release) capsules CIV is contraindicated in pregnancy; in patients with glaucoma; in hyperthyroidism; in patients receiving treatment or within 14 days following treatment with monoamine oxidase inhibitors (MAOIs); or in patients with hypersensitivity to sympathomimetic amines, topiramate, or any of the inactive ingredients in Qsymia.

Qsymia can cause fetal harm. Females of reproductive potential should have a negative pregnancy test before treatment and monthly thereafter and use effective contraception consistently during Qsymia therapy. If a patient becomes pregnant while taking Qsymia, treatment should be discontinued immediately, and the patient should be informed of the potential hazard to the fetus.

The most commonly observed side effects in controlled clinical studies, 5% or greater and at least 1.5 times placebo, include paraesthesia, dizziness, dysgeusia, insomnia, constipation, and dry mouth.

About VIVUS

VIVUS is a biopharmaceutical company commercializing and developing innovative, next-generation therapies to address unmet needs in obesity and sexual health. For more information about the company, please visit www.vivus.com.

Certain statements in this press release are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words such as "anticipate," "believe," "forecast," "estimate," "expect," "intend," "likely," "may," "plan," "potential," "predict," "opportunity" and "should," among others. There are a number of factors that could cause actual events to differ materially from those indicated by such forward-looking statements. VIVUS does not undertake an obligation to update or revise any forward-looking statements. Investors should read the risk factors set forth in VIVUS's Form 10-K for the year ended December 31, 2014 as filed on February 25, 2015 and as amended by the Form 10-K/A filed on April 30, 2015, and periodic reports filed with the Securities and Exchange Commission.

Media Relations:

Erin Guthrie

eguthrie@golin.com

(212) 373-6052

ⁱ Classified as obese (BMI 30+) or overweight (BMI 27-29.9 and at least one comorbidity: hypertension/Type II diabetes/heart disease/sleep apnea/glucose intolerance/high cholesterol, high blood sugar, high triglycerides)

ⁱⁱ Classified as obese (BMI 30+) or overweight (BMI 27-29.9 and at least one comorbidity: hypertension/Type II diabetes/heart disease/sleep apnea/glucose intolerance/high cholesterol, high blood sugar, high triglycerides)

ⁱⁱⁱ Or a weight loss effort starting in January

^{iv} OTC plan includes: popular diets, pre-packaged meals/ bars/shakes, OTC pills, vitamins/natural supplements, online or in person organized programs, changing diet and exercise habits on own

^v Or a weight loss effort starting in January

^{vi} Please note: base size for those who ever made a New Year's resolution to lose weight or weight loss effort starting in January and had at least one successful attempt and ever tried prescription medications is less than 50, results should be used as directional only.

Â

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/a-new-take-on-new-years-and-chronic-weight-management-smart-changes-program-combines-positive-lifestyle-changes-with-prescription-medication-for-weight-loss-300190348.html>

SOURCE VIVUS, Inc.

News Provided by Acquire Media