

Rascal Flatts Joins the Thousands of People Who Choose Nexium® 24HR Every Day for Their Frequent Heartburn

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Join Rascal Flatts Today and Choose Nexium 24HR - Satisfaction Guaranteed

Pfizer Inc. (NYSE:PFE) announced today that the members of Rascal Flatts, the most-awarded country music band of the past decade, are among the thousands of people who choose Nexium® 24HR every day since becoming available without a prescription for frequent heartburn this past May.

Pfizer wants all frequent heartburn sufferers to experience Nexium Level Protection™ where they are provided access to the #1 doctor-prescribed acid-blocker brand and are protected all day and all night from frequent heartburn – satisfaction guaranteed. Starting today, consumers can learn more about the guarantee and high value offer at Nexium24HR.com.

“All three of us have frequent heartburn and we really hate to admit it, but it’s held us back, especially when we’re celebrating with family, friends and, of course, our fans,” explained Gary LeVox, lead singer of Rascal Flatts. “After joining the thousands of people who choose Nexium 24HR every day, we feel protected all day and all night from frequent heartburn. We invite everyone looking for complete protection from frequent heartburn to join us.”

“Similar to many others with frequent heartburn, Gary, Jay and Joe Don of Rascal Flatts each know very personally the limitations that frequent heartburn can have on your life,” said Brian Groves, U.S. Chief Marketing Officer at Pfizer Consumer Healthcare. “But now they’ve got Nexium Level Protection. This new option for treating frequent heartburn with a brand that consumers and health care providers know and trust gives us the confidence to invite all frequent heartburn sufferers to choose Nexium 24HR now with a satisfaction guarantee.”

For more information on Nexium 24HR, visit Facebook at [Facebook.com/Nexium24HR](https://www.facebook.com/Nexium24HR) or Nexium24HR.com.

About Nexium® 24HR

Nexium® 24HR brings NEXIUM®, the #1 doctor-prescribed acid-reducer brand, over-the-counter to treat frequent heartburn. The active ingredient in Nexium 24HR is esomeprazole 20 mg, which is a part of a group of medications called proton pump inhibitors or PPIs. Nexium 24HR works by blocking acid at the source, giving 24 hours of protection from frequent heartburn when used as directed. Nexium 24HR represents an important development in increased access to The Purple Pill® by giving frequent heartburn sufferers a new way to access a trusted, effective product. If you have questions about whether Nexium 24HR is right for you, speak with your healthcare provider prior to taking the product. For more information, visit Facebook at [Facebook.com/Nexium24HR](https://www.facebook.com/Nexium24HR) or Nexium24HR.com.

Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit us at www.pfizer.com.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link: <https://smp.newshq.businesswire.com/pages/rascal-flatts-joins-thousands-people-who-choose-nexium-24hr-every-day-their-frequent-heartburn>.

(i) It's possible while taking Nexium 24HR. Use as directed for 14 days to treat frequent heartburn. Do not take for more than 14 days or more often than every 4 months unless directed by a doctor. Not for immediate relief.
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