

Ampio Achieves Maximum Visibility for Pivotal Data Announcement



CHALLENGE

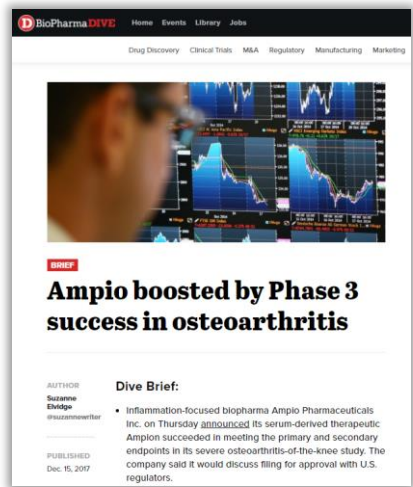
- Develop a strategic communications plan to optimize pivotal data unblinding for Ampion™ treatment of osteoarthritis of the knee
- Ensure Ampio's announcement is well positioned to reach all stakeholders
- Gain maximum visibility through traditional and social media

LHS SOLUTION

- Customized pitches and distributed to a highly targeted media list consisting of national, business, trade and orthopedic publications
- Utilized LHS' proprietary database to reach a wide range of contacts en route to ensuring full-on coverage
- Distributed an embargo release to gain the attention of major news outlets
- Developed Q&A to reinforce key points of the data announcement

RESULTS

- On-message media coverage in top targets, including: *FierceBiotech*, *BioPharma Dive*, *BioWorld*, *BioCentury*, *Reuters*, *Becker's*, *Seeking Alpha*, *Yahoo Finance*, *BioSpace*, *Business Insider*, *ColumbiaDailyTribune* and the *Denver Business Journal*
- Secured one-on-one interviews with leading trade publications
- 15+ original articles on the wire and in trade publications; utilized radio release as well



BioPharma Dive | Home | Events | Library | Jobs

Drug Discovery | Clinical Trials | M&A | Regulatory | Manufacturing | Marketing

BRIEF

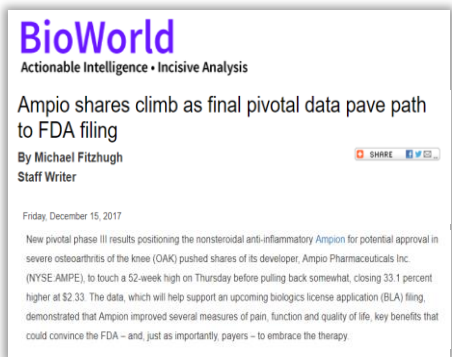
Ampio boosted by Phase 3 success in osteoarthritis

AUTHOR
Suzanne Edge
@suzanneedge

PUBLISHED
Dec 15, 2017

Dive Brief:

- Inflammation-focused biopharma Ampio Pharmaceuticals Inc. on Thursday announced its serum-derived therapeutic Ampion succeeded in meeting the primary and secondary endpoints in its severe osteoarthritis-of-the-knee study. The company said it would discuss filing for approval with U.S. regulators.



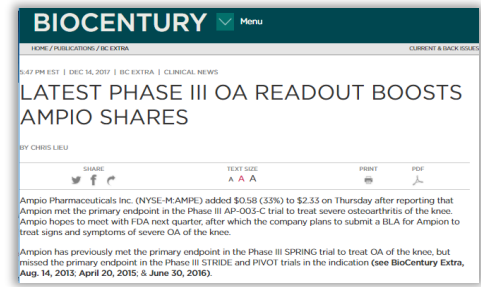
BioWorld
Actionable Intelligence • Incisive Analysis

Ampio shares climb as final pivotal data pave path to FDA filing

By Michael Fitzhugh
Staff Writer

Friday, December 15, 2017

New pivotal phase III results positioning the nonsteroidal anti-inflammatory Ampion for potential approval in severe osteoarthritis of the knee (OAK) pushed shares of its developer, Ampio Pharmaceuticals Inc. (NYSE:AMPE), to touch a 52-week high on Thursday before pulling back somewhat, closing 33.1 percent higher at \$2.33. The data, which will help support an upcoming biologics license application (BLA) filing, demonstrated that Ampion improved several measures of pain, function and quality of life, key benefits that could convince the FDA – and, just as importantly, payers – to embrace the therapy.



BIOCENTURY | Menu

HOME | PUBLICATIONS | BC EXTRA | CLINICAL NEWS | CURRENT & BACK ISSUES

047 PM EST | DEC 14, 2017 | BC EXTRA | CLINICAL NEWS

LATEST PHASE III OA READOUT BOOSTS AMPIO SHARES

BY CHRIS LIEU

SHARE | TEXT SIZE | PRINT | PDF

Ampio Pharmaceuticals Inc. (NYSE:M-AMPE) added \$0.58 (33%) to \$2.33 on Thursday after reporting that Ampion met the primary endpoint in the Phase III AP-003-C trial to treat severe osteoarthritis of the knee. Ampio hopes to meet with FDA next quarter, after which the company plans to submit a BLA for Ampion to treat signs and symptoms of severe OA of the knee.

Ampion has previously met the primary endpoint in the Phase III SPRING trial to treat OA of the knee, but missed the primary endpoint in the Phase III STRIDE and PIVOT trials in the indication (see [BioCentury Extra](#), Aug. 14, 2013; April 20, 2015; & June 30, 2016).



Seeking Alpha

Ampio up 4% premarket on positive late-stage results for Ampion in knee osteoarthritis

Dec. 14, 2017 8:12 AM ET | About: Ampio Pharmaceuticals... (AMPE) | By: Douglas W. Huxen, SA News Editor

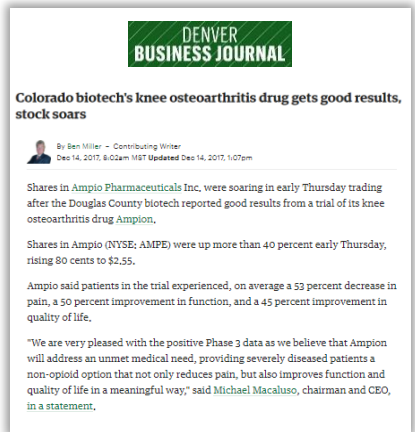
- Ampio Pharmaceuticals (NASDAQ:AMPE) is up 4% premarket on increased volume in response to its announcement of positive results from a Phase 3 clinical trial assessing Ampion in patients with severe osteoarthritis of the knee.



REUTERS | World | Business | Markets | Politics | TV

#MARKET NEWS | DECEMBER 14, 2017 / 7:51 AM / 7 DAYS AGO

BRIEF-Ampio Pharma Reports Positive Results For Ampion Phase 3 Trial In Severe Osteoarthritis-Of-Knee



DENVER BUSINESS JOURNAL

Colorado biotech's knee osteoarthritis drug gets good results, stock soars

By Ben Miller - Contributing Writer
Dec 14, 2017, 8:02am MST Updated Dec 14, 2017, 1:07pm

Shares in Ampio Pharmaceuticals Inc. were soaring in early Thursday trading after the Douglas County biotech reported good results from a trial of its knee osteoarthritis drug Ampion.

Shares in Ampio (NYSE: AMPE) were up more than 40 percent early Thursday, rising 80 cents to \$2.55.

Ampio said patients in the trial experienced, on average a 53 percent decrease in pain, a 50 percent improvement in function, and a 45 percent improvement in quality of life.

"We are very pleased with the positive Phase 3 data as we believe that Ampion will address an unmet medical need, providing severely diseased patients a non-opioid option that not only reduces pain, but also improves function and quality of life in a meaningful way," said Michael Macaluso, chairman and CEO, in a statement.



FierceBiotech
BIOTECH | RESEARCH | IT | CRO | MEDTECH

Release

After 2 share-crushing flops, Ampio claims phase 3 success

by Nick Paul Taylor | Dec 14, 2017 8:55am

Normal Knee



Osteoarthritis



Chondrocytes of the knee (courtesy of Bruce Bhan) (CC BY-SA 4.0)

Ampio Pharmaceuticals has **claimed** success in a phase 3 osteoarthritis trial at the third attempt.

Investigators enrolled 160 patients with pain due to severe osteoarthritis of the knee and assigned them to receive Ampion or placebo at a 1-to-1 ratio. The primary endpoint assessed how patients performed against osteoarthritis responder criteria. But, rather than limit the control cohort to patients in this study, Ampio pooled the results from the 206 subjects with severe osteoarthritis who received saline across its late-phase program.