

## Approval Process for Press Releases Related to SEC Requirements\*

*\*This information is primarily related to results associated with late breaking clinical trials.*

Industry announcements required by the SEC (Security Exchange Commission) must be reviewed and approved by AHA prior to release. Any level of information released without AHA approval will be considered an embargo break, which can jeopardize the status of your presentation at AHA.

For assistance with approval for industry announcements, please contact Mary Lu Hare at [mary.lu.hare@heart.org](mailto:mary.lu.hare@heart.org) or 214-706-1847.

### AHA Embargo Policies:

Clinical trial results are prohibited from release until the date and time of AHA's designated embargo time. For clinical trials, the embargo time is the date and time of each session's start time in which the trial is scheduled. Clinical trial sponsors must comply with embargo guidelines established by the American Heart Association.

You are prohibited from sharing written embargoed information with anyone outside of the AHA, with the exception of journal manuscript submission. Industry announcements required by the SEC (Security Exchange Commission) must be approved by AHA prior to release. Any level of information released without AHA approval will be considered an embargo break. However, you may conduct one-on-one embargoed media interviews as long as the reporter agrees to abide by the embargo policy. Failure to honor embargo policies will result in the trial being withdrawn on site and barred from presentation. Failure to honor this embargo policy may also jeopardize future acceptance of clinical trials and presentation at Scientific Sessions. Therefore, it is essential to recognize that presentations at unofficial satellite meetings or unofficial press conferences before the scheduled AHA embargoed media briefings are not allowed. This embargo policy will be strictly enforced.