



"Project Runway's" Tim Gunn Launches Addressing Psoriasis(TM) Campaign to Advocate that Patients Shouldn't Let Psoriasis Impact Personal Style

March 4, 2009

-- Campaign Sponsored by Amgen and Wyeth Offers Chance to Win a Walk on the Runway in New York City Fashion Show

NEW YORK, March 4, 2009 /PRNewswire-FirstCall via COMTEX/ -- Campaign Sponsored by Amgen and Wyeth Offers a Chance to Win a Walk on the Runway in New York City Fashion Show

Amgen and Wyeth today announced that they have partnered with Tim Gunn, television host and fashion consultant ("Project Runway," "Tim Gunn's Guide to Style") to launch Addressing Psoriasis(TM), an awareness campaign designed to help people with plaque psoriasis get more information about managing their disease and feel more confident in their everyday style. Dermatologist Susan C. Taylor, M.D., and Gunn are working together to encourage people with plaque psoriasis to visit a dermatologist and take the first step in managing their condition.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090304/AQ78642>)

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/amgen/37239/>

The cornerstone of the campaign is a contest to recognize people who have moderate to severe plaque psoriasis but who try not to allow the condition to inhibit their personal style. Individuals 18 or older with moderate to severe plaque psoriasis are eligible to enter for a chance to participate in the Addressing Psoriasis(TM) Fashion Show hosted by Gunn in New York City on Sept. 2, 2009. Eight winners will walk the runway and help raise public awareness of this condition. To learn how to enter the contest, view official rules, find useful resources about psoriasis and obtain style tips from Gunn, visit www.addresspsoriasis.com.

"This program is designed to help people with psoriasis feel more confident with their everyday style, because style is just as much about confidence as it is clothing. When someone doesn't feel confident, it is reflected in the clothing choices he or she makes," said Gunn. "Psoriasis is a chronic condition, but it doesn't have to define who you are or how you present yourself to the world. If you have psoriasis, it is important to educate yourself about how you can take an active role in your condition-and your style."

Psoriasis, which affects nearly 7 million Americans, is a chronic disease of the immune system that causes the skin cells to grow at an accelerated rate. Although there are several types of psoriasis, approximately 80 percent of patients suffer from plaque psoriasis, which causes painful and itchy red, scaly patches.

According to a 2007 National Psoriasis Foundation survey, 40 percent of patients reported choosing their clothing to conceal their psoriasis. The Foundation's 2008 survey also found:

- 63 percent of respondents expressed significant feelings of self-consciousness
- 57 percent indicated that their psoriasis impacts their self-esteem
- 62 percent of respondents reported significant itching
- 49 percent reported significant pain

Each survey had approximately 400 respondents, two-thirds of which reported being diagnosed with moderate to severe psoriasis.

Dr. Taylor, assistant clinical professor of dermatology, University of Pennsylvania School of Medicine and the College of Physicians and Surgeons, Columbia University, adds, "I've seen many psoriasis patients limit their clothing selections in order to cover their disease. I urge people with psoriasis to visit a dermatologist to learn more about their disease and find a treatment regimen that may work for them."

About Addressing Psoriasis(TM)

The Addressing Psoriasis(TM) campaign was developed to inspire people with plaque psoriasis to be confident and not allow the condition to inhibit their everyday style. Addressing Psoriasis(TM) is sponsored by Amgen and Wyeth with participation from the American Academy of Dermatology, the National Psoriasis Foundation and Psoriasis Cure Now. To learn more about Addressing Psoriasis(TM) or to enter the contest, visit www.addresspsoriasis.com.

Entrants are asked to submit a video testimonial or personal essay explaining their story of how they have overcome the challenges of living with moderate to severe plaque psoriasis and how the condition has impacted their personal style and the clothing they wear. Entries will be judged based on the inspirational nature of their story, not on specific psoriasis treatment options.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. See Official Rules for details and restrictions. The "Addressing Psoriasis(TM)" essay/video contest is open to legal residents of the 50 United States and the District of Columbia, 18 years of age and older on date of entry. Contest begins at 12:00:00 (Noon) PM Eastern Time ("ET") on Monday, March 2, 2009 and ends at 11:59:59 PM ET on Thursday, April 30, 2009. Void outside the 50 United States and District of Columbia. Void where prohibited. To enter and view Official Rules, visit www.addresspsoriasis.com. Sponsored by Amgen Inc., One Amgen Center Drive, Thousand Oaks, CA 91320 and Wyeth Pharmaceuticals, 500 Arcola Road, Collegeville, PA 19426.

About Amgen and Wyeth

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit www.amgen.com.

Wyeth Pharmaceuticals, a division of Wyeth, has leading products in the areas of women's health care, infectious disease, gastrointestinal health, central nervous system, inflammation, transplantation, hemophilia, oncology, vaccines and nutritional products.

Wyeth is one of the world's largest research-driven pharmaceutical and health care products companies. It is a leader in the discovery, development, manufacturing and marketing of pharmaceuticals, vaccines, biotechnology products and non-prescription medicines that improve the quality of life for people worldwide. The Company's major divisions include Wyeth Pharmaceuticals, Wyeth Consumer Healthcare and Fort Dodge Animal Health. To learn more, visit www.wyeth.com.

About American Academy of Dermatology

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 15,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or www.aad.org.

About National Psoriasis Foundation

The National Psoriasis Foundation is the world's largest nonprofit organization dedicated to educating, serving, and empowering people with psoriasis and psoriatic arthritis. For more than 35 years, the Psoriasis Foundation has made a significant difference in the way psoriasis and psoriatic arthritis are treated and perceived. We are supported by the donations of thousands of members, and with every new member, our voice grows stronger. www.psoriasis.org

About Psoriasis Cure Now

Psoriasis Cure Now is a nonprofit organization fueled by a nationwide network of volunteers. Our focus is on accelerating the search for a cure by mobilizing people in support of increased research funding for psoriasis and psoriatic arthritis. We also work to educate psoriasis patients about their treatment options and the public about the seriousness of psoriasis. www.psoriasis-cure-now.org

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081015/AMGENLOGO>)

SOURCE Amgen

<http://www.amgen.com>