



Amgen and ONSEdge Partner With Cancer Survivor Jan Ping for New Campaign

April 30, 2009

'Coping with Cancer from the Outside In' Program to Launch at the Annual Oncology Nursing Society Congress

THOUSAND OAKS, Calif., April 30 /PRNewswire-FirstCall/ -- Amgen and ONSEdge, a subsidiary of the Oncology Nursing Society (ONS), today announced that they will partner alongside celebrity make-up artist and cancer survivor Jan Ping to support a new educational campaign, Coping with Cancer From the Outside In. The initiative is aimed at educating oncology nurses about the skin-related side effects associated with epidermal growth factor receptor (EGFR) inhibitors that are used to treat metastatic colorectal, lung, pancreatic, and head and neck cancers.

EGFR inhibitor therapy aims to interrupt tumor growth by disrupting signals sent from the epidermal growth factor receptor, which is found on the surface of some cancer cells. Because EGFR is also present on other normal cells in the body, including skin cells, skin rash occurs in up to 90 percent of patients undergoing treatment with an EGFR inhibitor. This can be serious and potentially life threatening. Further, in its mild-to-moderate state, skin rash can cause patients physical discomfort and take an emotional toll, affecting body image. For most patients these side effects are mild, but moderate or severe toxicities that lead to dose modification or interruption develop in 8-17 percent of patients. Other appearance-related side effects include nail changes, skin cracking and hair disorders.

"Oncology nurses serve as a patient's advocate and help them manage the side effects of cancer therapy," said Beth A. Zubal, RN, oncology nurse practitioner at the Washington University School of Medicine in St. Louis, Mo. "We are happy to be providing nurses with important educational tools."

The campaign will kick off at the Annual ONS Congress on April 30, 2009 in San Antonio, Texas, where leading oncology experts and Jan Ping will host an informational seminar on coping with the appearance-related side effects that can accompany EGFR inhibitor treatments, along with other tips nurses can provide to both male and female patients for looking their best during treatment. Seminar attendees will be invited to a meet-and-greet reception with Jan Ping and guest speakers, and will be supplied with educational materials.

Jan Ping, an Emmy(R) Award-winning make-up artist known for her work on E! Entertainment's Chelsea Lately Show and the Tyra Banks Show, and her work with celebrities such as Cindy Crawford and Warren Beatty, was diagnosed with breast cancer at age 45 and knows from her own experience that a patient's body changes while undergoing cancer treatment. But despite her altered appearance, Ping maintained a positive outlook, and she will lend her beauty and skin care expertise to the campaign to help patients feel confident about their appearance during treatment. "I'm excited to be taking part in an important program that provides oncology nurses with everyday tips they can teach patients to boost confidence during a difficult time."

Following the campaign launch at the Annual ONS Congress, local training seminars will also be held in the second half of this year in New York City, Los Angeles, and Miami. To obtain more information, please call ONSEdge at 877-588-3343 or visit www.onsedge.com.

About Amgen

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 has 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.

CONTACT: Amgen, Thousand Oaks
Christine Regan: 805-447-5476 (media)
Arvind Sood: 805-447-1060 (investors)

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

SOURCE Amgen