



Winners of the Addressing Psoriasis(TM) Contest Selected to Walk the Runway in New York City Fashion Show Hosted by Tim Gunn

July 6, 2009

Eight Inspiring People Will Model Custom-Designed Outfits Created by Emerging Talent from the Fashion Institute of Technology

NEW YORK, July 6 /PRNewswire/ -- Amgen and Wyeth today announced the eight winners of the *Addressing Psoriasis(TM)* contest, which recognizes people with moderate to severe plaque psoriasis who have tried not to allow the condition to inhibit their personal style. The winners will help raise public awareness of the condition by walking the runway in the *Addressing Psoriasis(TM)* Fashion Show hosted by television host and fashion consultant, Tim Gunn ("Project Runway," and "Tim Gunn's Guide to Style"), on Sept. 2, 2009.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/amgen/38865/>

The *Addressing Psoriasis(TM)* contest is the cornerstone of 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. Since March, hundreds of people with moderate to severe plaque psoriasis have submitted video testimonials or personal essays explaining their stories of overcoming the challenges of living with the condition and how it has impacted their personal style and the clothing they wear. As indicated in the Official Rules, judging was based on three levels of review and a panel of judges -- including representatives from the American Academy of Dermatology (AAD), National Psoriasis Foundation (NPF), Psoriasis Cure Now (PCN), Amgen and Wyeth -- selected the eight winners based on the inspirational nature of their stories. The contest winners include:

- [Matthew Ehnlé](#) of Encampment, Wyo.
- [Isabel Esteviz](#) of Lynwood, Ill.
- [Trisha Lagaso Goldberg](#) of Aiea, Hawaii
- [Laura Hurd](#) of Denver, Colo.
- [Cynthia Lawrence](#) of Hanover, Pa.
- [Cynthia McGowen](#) of League City, Texas
- [Saskia Shuman](#) of Harrisburg, Pa.
- [Stephanie Waits](#) of San Francisco, Calif.

As part of the contest, the general public -- including those without psoriasis -- are now encouraged to vote for the most inspirational story among the eight winners. The contest winner whose story is voted most inspirational will be announced by Gunn at the *Addressing Psoriasis(TM)* Fashion Show and subsequently recognized on the *Addressing Psoriasis(TM)* Web site. To learn more about the winners, vote on the most inspirational story, view the Official Rules, find useful resources about psoriasis and obtain style tips from Gunn, visit www.addresspsoriasis.com.

"Confidence and style go hand-in-hand, and these contest winners have clearly demonstrated that personal style can thrive even with a chronic disease like psoriasis," said Gunn. "I find all of these individuals inspiring, and I am curious to find out which story the voting public considers most inspirational -- I think it will be very difficult for people to pick just one."

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. People with psoriasis often experience feelings of self-consciousness and choose their clothing because of the appearance of their skin.

The fashion show will feature custom-made ensembles for each of the eight winners designed by emerging talent from the acclaimed Fashion Institute of Technology (FIT) in New York.

"FIT is proud to be participating in the *Addressing Psoriasis(TM)* Fashion Show, which we feel will provide our students an invaluable design experience that is tied to an important cause," said Eileen Karp, assistant professor and contest coordinator for Fashion Design at FIT. "Our students are designing unique outfits for each of the winners that are comfortable and representative of their individual fashion choices. Psoriasis is a disease that can inhibit self-confidence in personal style, and FIT is an institution that celebrates self-expression through fashion -- in our eyes, there could be no better match!"

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)*, visit www.addresspsoriasis.com.

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 patient advocacy organization and the voice for millions of Americans who are affected by psoriasis and psoriatic arthritis. Our mission is to find a cure for psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education. For more information, call the Psoriasis Foundation at 800.723.9166, or visit 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.

About the Fashion Institute of Technology

The Fashion Institute of Technology is a college of art and design, business and technology of the State University of New York with more than 40 majors, including Fashion Design. The Fashion Design degree program at FIT prepares students to excel and flourish in the fashion industry. The program's philosophy focuses on individual student development with an emphasis on professionalism. The learning environment broadens students' aesthetics, critical thinking and problem-solving skills. FIT's Fashion Design program leads to the Associate of Applied Sciences and Bachelor of Fine Arts degrees.

Press Contact:

Amgen
Sonia Fiorenza, (media)
Office: 805-447-1604

Wyeth
Danielle Halstrom, (media)
Office: 484-865-2020