



NEW STUDY RESULTS PRESENTED AT 2009 SAN ANTONIO BREAST CANCER SYMPOSIUM SHOW IMPORTANCE OF PROTECTING YOUR BONES

December 10, 2009

Dec 10, 2009 /PRNewswire via COMTEX/ -- An estimated 70 to 80 percent of patients with advanced or stage four breast cancer develop bone metastases. Bone metastases occurs when the disease progresses to a patient's bones. When cancer spreads to the bone, it can make the bones weaker resulting in skeletal complications like fractures.

Results of a new treatment option for the treatment of bone metastases in patients with advanced breast cancer was recently presented at the 2009 San Antonio Breast Cancer Symposium (SABCS) in San Antonio, Texas. The treatment, denosumab, is an investigational medicine developed by Amgen. It works differently from existing bone treatments by specifically targeting a protein called RANK Ligand, which plays an important role in the formation and breakdown of bone. Denosumab significantly reduced the risk of developing multiple skeletal related events by 23 percent versus Zometa(R) in advanced breast cancer patients

SATELLITE FEEDS:

Thursday, December 10th, 2009

3:30 PM - 3:45 PM ET

AMC 3

C-Band

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Friday, December 11th, 2009

3:00 AM - 3:15 AM ET

AMC 3

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Downlink Freq. 3760 Horizontal

Friday, December 11th, 2009

1:00 PM - 1:15 PM ET

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NEWS: Results Show Treatment Option for Bone Metastases In Patients with Advanced Breast Cancer Superior over Standard of Care

FORMAT: B-roll and Soundbites

ADDITIONAL RESOURCES: Video, contact information and more available at: <http://multivu.prnewswire.com/broadcast/41387/press.html>

SOUNDBITES:

* Dr. Alison Stopeck, Associate Professor of Medicine and Director of the Breast Cancer Program, Arizona Cancer Center

B-ROLL INCLUDES:

- * Bone X-rays
- * Researchers Working
- * Still Image of Radiation Equipment
- * Amgen Signage

VIDEO PROVIDED BY: Amgen Inc

Contact: FOR MORE INFORMATION, PLEASE CALL: MultiVu Media Relations, 1-800-653-5313 EXT. 3

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