



## **Amgen Names Rolf Hoffmann Senior Vice President, European Operations**

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THOUSAND OAKS, Calif.--(BUSINESS WIRE)--Oct. 13, 2004--Amgen Inc. (Nasdaq:AMGN), the world's largest biotechnology company, today announced the appointment of Rolf Hoffmann to the position of senior vice president, Amgen Europe. Hoffmann will be responsible for setting Amgen's commercial strategy in Europe and continuing to grow Amgen's presence in Europe.

"Rolf brings to Amgen a wealth of international management experience gained over nearly 20 years in the pharmaceutical industry," said George Morrow, Amgen's executive vice president, Global Commercial Operations. "I am confident he will prove a strong leader who can build upon our track record of success in Europe."

Hoffmann joins Amgen from Eli Lilly & Company where he worked for 17 years in a variety of sales and marketing and executive management positions. His sales and marketing positions at Lilly included product manager for Prozac(R) and national sales manager for Lilly's Central Nervous System franchise. Most recently, Hoffmann held positions at Lilly as area director, Latin America, president, InterAmerica, and general manager, Germany.

Hoffmann received a master's degree in English from the University of Koeln in Koeln, Germany, a master's degree in Kinesiology from the Deutsche Sporthochschule, also in Koeln, Germany, and a master's degree in Business Administration from the University of North Carolina's Kenan-Flagler Business School.

### About Amgen

Amgen is a global biotechnology company that discovers, develops, manufactures and markets important human therapeutics based on advances in cellular and molecular biology.

EDITOR'S NOTE: An electronic version of this news release may be accessed via our Web site at [www.amgen.com](http://www.amgen.com). Journalists and media representatives may sign up to receive all news releases electronically at time of announcement by filling out a short form in the Media section of the Web site.

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