



Fashion Designer and Cancer Survivor Carmen Marc Valvo Offers Support

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One-hundred percent of purchase price from sales of limited edition t-shirts to support national Breakaway from Cancer initiative

New YORK (November 20, 2006) The same distinguished artistic talent that makes American fashion designer Carmen Marc Valvo a favorite among Hollywood's elite has been channeled into the creation of limited edition t-shirts that will help support a cause close to Valvo's heart. As a colorectal cancer survivor with a zeal not only for design, but also for life, Valvo has partnered with Amgen to design special men's and women's t-shirts for Breakaway from Cancer, an initiative that raises awareness and funds to support the millions of people affected by cancer.

The inspiration behind the bold abstract design featuring a combination of metallic gold spherical shapes is the circle of support that surrounds an individual while battling cancer as well as the strength required to Break through, Breakaway, and Break free from cancer. The men's and women's designer t-shirts will be available at www.breakawayfromcancer.com for \$28 each, beginning in late November. Quantities are limited.

Designing the Breakaway from Cancer t-shirt was a therapeutic exercise for me. In many ways it helped me come full circle from my own diagnosis three years ago, said Valvo. The design reflects the motion and energy of cycling, of setting a goal and reaching for the gold.

Breakaway from Cancer, an initiative Amgen formed in 2005 in conjunction with its title sponsorship of the Amgen Tour of California professional cycling race, is a national education campaign designed to raise awareness and funds to support vital services and programs for people affected by cancer. Last year, Amgen raised more than \$1 million through Breakaway from Cancer and continues its support for this important cause through the sales of the designer t-shirts.

One-hundred percent of the purchase price of the Breakaway from Cancer t-shirts designed by Valvo will benefit the Breakaway from Cancer initiative. The proceeds will benefit nonprofit partners The Wellness Community (an international, nonprofit organization dedicated to providing free support, education and hope to people affected by cancer) and the National Coalition for Cancer Survivorship (the oldest survivor-led cancer advocacy organization in the country advocating for quality cancer care for all Americans and empowering cancer survivors at the federal level).

About Carmen Marc Valvo

Designer Carmen Marc Valvo has proven to be the fashion industry's quiet standout, consistently stepping up to fit the needs of today's sophisticated woman. Although his sumptuous creations have made him a favorite among Hollywood's top leading ladies, it's his devotion to his non-celebrity clients that have made him a star. The world of Carmen Marc Valvo also includes Couture, Carmen Marc Valvo Collection, CMV by Carmen Marc Valvo, furs, shoes, limited-edition jewelry designs, and a highly successful new swimwear line.

About Breakaway from Cancer

Founded in 2005, Breakaway from Cancer is a complementary component to the Amgen race sponsorship. Breakaway from Cancer continues to raise awareness and funds to support valuable services and programs, provided free of charge, that help people living with cancer. Last year, through the Breakaway from Cancer initiative, Amgen raised more than \$1 million to support The Wellness Community, a nonprofit organization dedicated to providing free support, education and hope for all people affected by cancer. This year, the initiative will support the National Coalition for Cancer Survivorship, the oldest survivor-led cancer advocacy organization in the country, and The Wellness Community. Learn more at www.breakawayfromcancer.com.

About Amgen

Amgen discovers, develops 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, 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.

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