



Health Awareness

Colorectal Cancer: Clinical Research Study Evaluating Targeted Therapy With Patients Whose Cancer Has Spread

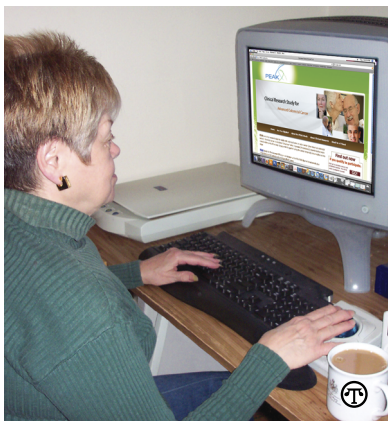
(NAPSA)—Colorectal cancer (cancer of the colon or rectum) is one of the most treatable cancers when detected early. Unfortunately, up to 25 percent of all patients are diagnosed after their cancer has metastasized (spread to distant organs). In these advanced cases, the goal is to prevent the cancer from spreading further.

Doctors around the country are recruiting patients with advanced colorectal cancer to participate in a clinical research study.

This study, called PEAK, will evaluate a fully human monoclonal antibody combined with chemotherapy to see if it is more effective compared to the best available standard treatment regimen. Monoclonal antibodies are substances produced in a laboratory that can locate and bind to cancer cells by recognizing specific substances on cancer cells. These antibodies are used to find and attack tumors.

PEAK is an acronym for Panitumumab Efficacy in combination with mFOLFOX6 Against bevacizumab plus mFOLFOX6 in mCRC subjects with wild-type KRAS tumors.

Participation in the PEAK study is open to those with unre-



Colorectal cancer patients can visit www.CRCstudy.com to learn about a clinical research study.

sectable (inoperable) advanced colorectal cancer who have not yet received a treatment regimen for their advanced-stage disease.

Individuals interested in exploring study participation can log on to www.CRCstudy.com.

Colorectal cancer is the third most commonly diagnosed cancer and the second leading cause of cancer-related death in the U.S. The American Cancer Society estimates that 146,970 people will be diagnosed with colorectal cancer in 2009, and 49,920 will succumb to the disease this year.