



Pancreatic Cancer Program Launch: EPIQ Reports \$1.1 Billion Drug Opportunity

June 2004

FOR IMMEDIATE RELEASE

SAN FRANCISCO, June 3 /PRNewswire/ — The U.S. pancreatic cancer market will grow to \$1.1 billion by 2013, according to a newly-released EPIQ Market Intelligence Program, the first of a series to be based on actual cancer patient treatment records. At least 85 anti-cancer agents, including therapeutic vaccines and angiogenesis inhibitors, are in development worldwide and will fuel 13% growth of this U.S. market over the decade.

UNMET NEED AMONG HIGHEST OF ALL CANCERS

Over 30,000 cases of pancreatic cancer are diagnosed in the U.S. each year, and with a five-year survival rate of less than 4%, it is the fifth-leading cause of cancer related deaths. The lack of effective treatments, better management of side effects, and increased attention to clinical trial design, are among the key specific needs that remain to be addressed.

A RICH DEVELOPMENT PIPELINE INCLUDES:

- Vaccine G17DT (Apton Corporation / Aventis Pasteur)
- Vascular endothelial growth factor [VEGF] antagonist bevacizumab (Genentech / Roche / Chugai)
- Epidermal growth factor [EGFR] inhibitors cetuximab (ImClone Systems / Bristol-Myers Squibb / Merck KGaA) and erlotinib (Genentech / Roche)
- DNA topoisomerase I inhibitors rubitecan (SuperGen), irinotecan (Yakult Honsha / Pfizer), exatecan (Daiichi Pharmaceutical)
- Metalloproteinase inhibitor marmistat (Vernalis / Schering-Plough)
- Farnesyl transferase inhibitor tipifarnib (Janssen Pharmaceutical)
- Tumor necrosis factor antagonist virulizin (Lorus Therapeutics / Mayne Group)
- Growth hormone antagonist lanreotide (Beaufour Ipsen Pharma / Biomeasure / Ipsen)

INCREASING FOCUS ON UNTAPPED MARKET POTENTIAL

Until recently pancreatic cancer has received less clinical and research attention than other cancers, such as breast, or prostate cancer. However, there is increased impetus to understand, prevent, and manage pancreatic cancer due to its lethal nature and significant unmet diagnostic and therapy needs.

ABOUT EPIQ MARKET INTELLIGENCE PROGRAMS:

WWMR, Inc. and IntrinsicQ Research have partnered to produce EPiQ, the definitive series of cancer market intelligence programs which uses real-time chemotherapy data directly from oncology patients' medical records. EPiQ is the first market intelligence program to combine data from actual chemotherapy orders with analysis of current and emerging products.

The EPiQ Pancreatic Cancer Market Intelligence Program has been released in conjunction with the annual conference of the American Society of Clinical Oncology (ASCO). The program delivers market forecasts by patient segment (including both exocrine and endocrine pancreatic cancer patients) and by drug class. Additional components include epidemiological forecasts, treatment trend analysis, product pipeline evaluations, and periodic data updates.

Pancreatic cancer thought leaders' opinions about unmet clinical needs and the potential of specific investigational agents augment the analysis of IntrinsicQ patient treatment data, along with a comprehensive review of clinical literature and industry developments.

ABOUT WWMR, INC. (WORLDWIDE MARKETING RESEARCH): A highly-regarded marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR has provided more than 1000 insightful, proprietary studies to pharmaceutical, biotech, medical device, and diagnostics companies worldwide. Using primary and secondary research methodologies, WWMR provides insights on current and emerging markets using their expertise in product and technology assessments, forecast modeling, epidemiology projections, product launch monitoring (pre- and post-), primary marketing research and medical economic analyses.

ABOUT INTRINSIQ RESEARCH, www.IntrinsicQ.com: IntrinsicQ Research is the premier source for U.S. oncology data and analysis. IntrinsicQ's market leading software application, IntelliDose, captures the treatment decisions and details of over 7,500 patients who make over 30,000 visits to oncologists (per month), creating an unrivaled database of accurate, detailed and timely information about the oncology care process. This database is the foundation of products and services designed to uniquely address the business issues and decisions facing the pharmaceutical product manager, market researcher and financial analyst.

For more information, contact:

(West Coast)

WWMR, Inc.

888-947-2339

sales@wwmr.com

Jeff Forringer (East Coast)

IntrinsicQ Research

908-797-7033

jforringer@intrinsicq.com