



Kathryn Joosten Speaks Out About Lung Cancer Profiles; 'Desperate' to Share Her Personal Lung Cancer Story to Help Others

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Campaign Highlights Importance of Molecular Testing in Lung Cancer People with Lung Cancer Invited to Submit Their Personal Stories

"With our partners, we aim to help patients understand the importance of molecular testing and encourage them to talk to their doctor to learn more. We're also inviting others to submit their personal 'profiles' on the campaign website, to reinforce that lung cancer can impact anyone."

(BUSINESS WIRE)--Kathryn Joosten, two-time Emmy® Award-winning actress and star of *Desperate Housewives* and *The West Wing*, is opening up about her 10-year battle with lung cancer as part of a new national campaign, Lung Cancer Profiles. Lung Cancer Profiles aims to reduce the stigma associated with lung cancer by educating about the diversity of the disease inside and out. The campaign, created by Pfizer Oncology in collaboration with the nation's leading lung cancer advocacy groups, also seeks to educate about the role of molecular testing and its potential to uncover the unique genetic drivers of each person's cancer, which can help doctors devise an individualized treatment plan rather than using a one-size-fits all approach.

"I have lung cancer and it's nothing to hide--anyone can get lung cancer, everyone's cancer is different and it's reassuring that the science is catching on," Ms. Joosten said. "When my cancer returned after eight years, I was discouraged, but my doctor recommended I get my tumor tested to see if it would affect my treatment plan. We were able to identify my particular type of lung cancer and find a clinical trial designed specifically for people with my tumor type. I am passionate about this campaign because

I know, first-hand, how hard it can be to learn you have lung cancer, how important it is to get tested and how impactful sharing my story might be on the lives of others with lung cancer.”

Lung cancer is the number one cause of cancer death worldwide¹ and the leading cause of cancer-related death in women in the United States.² Lung cancer can affect anyone: people with and without a history of smoking; young and old; men and women; and people of different ethnicities.^{3,4} We now know that, rather than being one singular disease as previously thought, it is made up of many distinct sub-types based on the genetic characteristics of each tumor.⁵

As part of the campaign, in addition to featuring Ms. Joosten’s remarkable story, LungCancerProfiles.com will showcase other patients’ inspiring stories about their journey living with lung cancer. People with lung cancer are encouraged to submit their own personal “profiles” to show the diversity of lung cancer, highlight how molecular testing impacted their lives and provide a small snapshot of the hundreds of thousands of people with this disease.

“Today, we understand that lung cancer is actually made up of many distinct sub-types based on molecular profiling of genetic changes in each patient’s cancer,” said David R. Gandara, MD, professor of hematology and oncology and director of thoracic oncology at University of California Davis Cancer Center. “More and more, this information is changing how oncologists make treatment decisions for their patients. In 2011, we already have the ability to truly individualize therapy for some patients based on this ‘molecular fingerprint,’ and new discoveries are being made at a rapid rate. For now, the take home message is, ‘If you have lung cancer and your tumor has not already been tested, talk to your doctor to see if molecular analysis is appropriate for you.’”

Lung Cancer Profiles is a collaboration between Pfizer Oncology and the nation’s leading lung cancer patient advocacy organizations: Bonnie J. Addario Lung Cancer Foundation, Lung Cancer Alliance, Lung Cancer Foundation of America, LUNGevity, the National Lung Cancer Partnership and Uniting Against Lung Cancer. The partnership underscores the significant need to support lung cancer patients by educating them about all aspects of lung cancer, including the impact molecular testing potentially can have on diagnosis and treatment.

“For a patient likely overwhelmed with a devastating diagnosis, lung cancer can be a daunting topic to understand,” said Regina Vidaver, PhD, executive director of the National Lung Cancer Partnership. “With our partners, we aim to help patients understand

the importance of molecular testing and encourage them to talk to their doctor to learn more. We're also inviting others to submit their personal 'profiles' on the campaign website, to reinforce that lung cancer can impact anyone."

For more information about Lung Cancer Profiles and to learn about submitting patient stories, visit www.lungcancerprofiles.com.

"Pfizer Oncology is proud to be working with our advocacy partners on this campaign," said Mace Rothenberg, MD, senior vice president of clinical development and medical affairs for Pfizer's Oncology Business Unit. "As more therapeutic options become available, we hope that this campaign will help spread the word about the important role of molecular testing in the selection of appropriate treatment for some individuals diagnosed with lung cancer."

About Lung Cancer

Lung cancer is the leading cause of cancer death in the U.S.,¹ and more people die of the disease than of colon, breast and prostate cancers combined.^{1,6} An estimated 221,130 new cases of lung cancer are expected to be diagnosed in the U.S. in 2011, and an estimated 156,940 deaths, accounting for about 27 percent of all cancer deaths, are expected to occur.⁷

Bonnie J. Addario Lung Cancer Foundation (www.lungcancerfoundation.org)

Bonnie J. Addario Lung Cancer Foundation (BJALCF) has grown into the first international collaborative entity of its kind, raising over \$6 million for lung cancer research. BJALCF plans to become the global leader for lung cancer. The ultimate goal of the organization is to increase the low survival rate of lung cancer by becoming the largest source of non-profit funding dedicated to turning Lung Cancer into a manageable chronic disease.

Lung Cancer Alliance (www.lungcanceralliance.org)

Lung Cancer Alliance is the only national non-profit organization devoted solely to support and advocacy for all those living with or at risk for lung cancer. Headquartered in Washington, DC, Lung Cancer Alliance is organizing state chapters nationwide.

Lung Cancer Foundation of America (LCFAmerica.org)

The Lung Cancer Foundation of America's mission is to save lives by dramatically increasing the five-year survival rates for all stages of lung cancer, the nation's leading cause of cancer deaths for both men and women. The LCFA will accomplish this by

providing the necessary and critical funding for creative and leading edge lung cancer research programs.

LUNGevity (www.lungevity.org)

LUNGevity moves forward firmly resolved to provide the energy, inspiration, and resources that are critical to making lung cancer a national priority. Our goal is to Stop Lung Cancer Now. Our vision is a world where no one dies of lung cancer. A world that LUNGevity helped to create by bringing together world-class scientific minds, passionate advocates, and an efficient and effective organization. Our vision is to unite the country in one movement to end lung cancer now.

National Lung Cancer Partnership (www.nationallungcancerpartnership.org)

The National Lung Cancer Partnership is the only lung cancer advocacy organization founded by doctors and researchers working together with survivors and advocates to increase lung cancer awareness and research funding. Headquartered in Madison, WI, the Partnership supports a nationwide network of grassroots lung cancer advocates through its programs.

Uniting Against Lung Cancer (www.unitingagainstlungcancer.org)

Uniting Against Lung Cancer funds innovative lung cancer research to find a cure for the nation's leading cancer killer. We also work to increase awareness of the disease, including in people who have never smoked.

About Pfizer Oncology

Pfizer Oncology is committed to the discovery, investigation and development of innovative treatment options to improve the outlook for cancer patients worldwide. Our strong pipeline, one of the most robust in the industry, is studied with precise focus on identifying and translating the best scientific breakthroughs into clinical application for patients across a wide range of cancers. Pfizer Oncology has biologics and small molecules in clinical development and more than 100 clinical trials underway. By working collaboratively with academic institutions, individual researchers, cooperative research groups, governments, and licensing partners, Pfizer Oncology strives to cure or control cancer with breakthrough medicines, to deliver the right drug for each patient at the right time. For more information please visit www.Pfizer.com.

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1 World Health Organization. Cancer fact sheet N°297. February 2011. Available at: <http://www.who.int/mediacentre/factsheets/fs297/en/>. Accessed October 26, 2011.

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4 American Cancer Society. Detailed Guide: Lung Cancer (Non-Small Cell). 2010. Available at: <http://www.cancer.org/acs/groups/cid/documents/webcontent/003115-pdf.pdf>. Accessed October 26, 2011.

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7 American Cancer Society. Cancer Facts and Figures 2011. Available at: <http://www.cancer.org/Research/CancerFactsFigures/CancerFactsFigures/cancer-facts-figures-2011>. Page 15. Accessed November 1, 2011.

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