



For immediate release

New study indicates significant improvement in progression-free survival for patients with advanced pancreatic neuroendocrine tumors Results to be presented at ESMO 12th World Congress on Gastrointestinal Cancer®

Barcelona, Spain – 22 June 2010 - Groundbreaking studies will be presented at the ESMO 12th World Congress on Gastrointestinal Cancer next week in Barcelona, Spain, including exciting new data on treatment for neuroendocrine tumors. “The presentations this year are very significant for clinicians, and outline real progress in the development of agents that are effective in managing and treating gastrointestinal diseases,” says Eric Van Cutsem, MD, PhD of the University Hospital Gasthuisberg in Leuven, Belgium and Congress co-chair.

New data on neuroendocrine tumors

What may be most significant to clinicians is an important development in the treatment of patients with advanced pancreatic neuroendocrine tumors (pNET). James Yao of the University of Texas M. D. Anderson Cancer Center in Houston, TX, USA, will present results from a large phase III clinical trial (RADIANT-3) on everolimus (RAD001), an oral inhibitor of mTOR, indicating a prolongation of progression-free survival with everolimus considerably higher compared to placebo. “Treatment options for patients with advanced pNET are limited, and these results are exciting,” says Van Cutsem, who also worked on the study. “This is a very meaningful development.”

A second pNET study of immediate interest to clinicians investigated the quality of life in patients with progressive pancreatic NET receiving sunitinib, and results indicate overall clinical benefit across all patient subgroups studied.

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New phase 3 studies

Results of significant clinical trials of new therapies in pancreatic and colorectal cancer will also be presented at the Congress. A phase III trial of aflibercept plus gemcitabine in patients with metastatic pancreatic cancer and another phase III study comparing larotaxel to 5-FU (continuous intravenous 5-FU or capecitabine) in patients with advanced pancreatic cancer previously treated with a gemcitabine-containing regimen did not achieve the hoped-for results. Final results of a third phase III study of sunitinib plus FOLFIRI in first-line treatment of patients with metastatic colorectal cancer do not indicate a significant improvement in PFS in patients.

Updated information on new treatment in colorectal cancer

Updates on new treatments in colorectal cancer (CRC) will be presented for the first time in Barcelona, including results of studies of the SRC inhibitor dasatinib, the hedgehog pathway inhibitor GDC-0449, and AKT inhibitor perifosine.

Updates on new targeted agents in gastric cancer

Two of the top abstracts in gastric cancer this year address the clinical objective of more effective treatment options. Investigators in the phase III AVAGAST trial which was first presented earlier this month at ASCO will report final efficacy and safety data of this very new and important study on the role of bevacizumab. In addition, quality of life results from a phase III study of trastuzumab plus chemotherapy as first-line therapy in patients with HER2-positive advanced gastric and gastro-esophageal junction cancer will be presented.

Noteworthy presentations by researchers will also include updates on the progress that is being made in molecular profiling of colon cancer and several important reports on large clinical trials in colorectal cancer.

Nearly 400 studies overall will be presented at the ESMO 12th World Congress on Gastrointestinal Cancer, outlining research taking place across the globe. 16 researchers from developing nations who received grants based on the scientific merit of their submitted work will also be recognized. Additionally, a consensus expert report on gastric cancer will be presented.

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The ESMO 12th World Congress on Gastrointestinal Cancer, developed and managed by Imedex, begins next week in Barcelona, Spain and runs 30 June – 3 July 2010. Registration is available onsite.

www.worldgicancer.com

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(591 words)

Gastrointestinal Cancers: Gastrointestinal cancers include anal cancer, colorectal cancer, esophageal cancer, gallbladder cancer, gastric cancer, liver cancer (hepatoma), pancreatic cancer, and small intestine cancers. The most prevalent of these is colorectal cancer in the Western world and gastric cancer in Eastern world. Colorectal cancer is a major public health problem in Western countries, with the highest incidence rates in North America, Western Europe, Australia and New Zealand. It is the third most common cancer in both men and women, and the third most common cause of cancer death in both sexes. About 630,000 deaths from colorectal cancer are expected this year worldwide, accounting for 8% of all cancer deaths. Gastric is the second most frequent cause of cancer related mortality, accounting for +/- 800,000 deaths each year worldwide.

About ESMO: The European Society for Medical Oncology (ESMO) is the leading European professional organization committed to advancing the specialty of medical oncology and promoting a multidisciplinary approach to cancer treatment and care.

ESMO's mission is to advance cancer care and cure through fostering and disseminating good science that leads to better medicine and determines best practice. In this way ESMO fulfills its goal to support oncology professionals in providing people with cancer with the most effective treatments available and the high-quality care they deserve.

The ESMO community is a powerful alliance of more than 6,000 committed oncology professionals from over 100 countries. As a trusted organization with 35 years of experience and over 500 expert officers, ESMO serves its members and the oncology community through: a brand of excellence in post-graduate oncology education and training; leadership in transforming evidence-based research into standards of cancer care in Europe; dedicated efforts to foster a more favorable environment for scientific research;

innovative international platforms to share expertise, best practices and disseminate the most up-to-date scientific research to as wide an audience as possible.

ESMO's scientific journal, *Annals of Oncology*, ranks among the top clinical oncology journals worldwide. ESMO events are the meeting place in Europe for medical oncologists to update their knowledge, to network and to exchange ideas.

To find our more about ESMO, please visit: www.esmo.org

About Imedex:

Imedex® is an industry leader in providing accredited, independent continuing medical education to health care professionals. We develop high quality, scientific programming that translates the latest research into clinically relevant information. Imedex activities have exceptional organization and outstanding educational value, with a proven sustained impact on disease management.

Our established relationships with the leading investigators and researchers in medicine, and some of the world's most prestigious societies and organizations, make our educational offerings the most effective in the industry. These specialists are widely recognized international authorities who provide fair and balanced presentations of the most clinically-significant and relevant information. Our comprehensive programs are designed utilizing advanced adult educational principles in order to ensure that key learning objectives are identified, measured, and achieved.

Imedex programs focus on improving patient care around the world. With over 50,000 e-learning experiences annually and more than 97,000 live meeting attendees since 2001, Imedex truly educates the global healthcare community. At Imedex, we believe that *education is the best medicine.*®

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