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**'ARIMIDEX' CHALLENGES TAMOXIFEN AS  
'GOLD STANDARD' TREATMENT IN WOMEN WITH  
ADVANCED POST-MENOPAUSAL BREAST CANCER**

For the last 25 years the 'gold standard' treatment for women with breast cancer has been tamoxifen. New data presented today at the 10<sup>th</sup> European Cancer Conference in Vienna, Austria, challenges this dominant position. 'Arimidex', a selective non-steroidal aromatase inhibitor, has been shown to be at least as effective and well-tolerated as tamoxifen and, in one of the two international studies reported, the data indicate that 'Arimidex' is more effective.

These data will be submitted to regulatory authorities in the near future with the aim of allowing doctors to prescribe 'Arimidex' for first-line use in post-menopausal women with advanced disease. ('Arimidex' is currently available in most countries for the treatment of advanced breast cancer in post-menopausal women whose disease has progressed following treatment with tamoxifen or other anti-oestrogens).

Mr. Chris Brinsmead, Marketing Vice-President for Oncology at AstraZeneca, commented: "We are very encouraged by these data which not only indicate an advantage for 'Arimidex' over tamoxifen in the advanced post-menopausal woman with breast cancer in terms of efficacy but there is also an indication that the safety profile is improved. This is good news for the many women who suffer from this devastating disease as it offers them and their clinicians the prospect of an increased choice of therapies available to them."

Since 1985 over 700,000 new cases of breast cancer have been diagnosed each year world-wide, and incidence rates are expected to increase to close to 1 million new cases per year by the year 2000. In the UK alone it is now estimated that one in 12 women will be at risk from breast cancer in their lifetime.

First launched in 1995 (in the UK) 'Arimidex' is now available in most European countries, North America, South Africa, Australia and New Zealand. Worldwide annual sales were US\$121 million in 1998, up 47 per cent on the previous year.

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AstraZeneca has a long and successful track record in developing and marketing new medicines for the treatment of a variety of cancers. These comprise 'Nolvadex', considered by many doctors to be the gold standard hormonal treatment for breast cancer, 'Zoladex', an LHRH analogue, for the treatment of prostate cancer and advanced breast cancer in pre and peri-menopausal women, 'Casodex', an anti-androgen for the treatment of prostate cancer and 'Tomudex', a thymidylate synthase inhibitor for the palliative treatment of advanced colorectal cancer. AstraZeneca will continue to strive for research excellence and innovation as it discovers the new cancer treatments of the future. Last year, it committed approximately US\$260 million of its R&D expenditure to the research and development of new treatments for cancer.

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