



LANCE ARMSTRONG FOUNDATION CITES ETHIOPIA BREAST CANCER INITIATIVE AS GLOBAL MODEL FOR ACTION

First LiveSTRONG Global Cancer Summit Spotlights Axios Effort to Address Growing Breast Cancer Incidence in Poor Countries

(Dublin, Ireland – 24 August 2009) -- The Ethiopian Breast Cancer Initiative, a collaboration between Axios International, AstraZeneca, the Tikur Anbessa Hospital and the Ethiopian Ministry of Health, will be featured as a model for action on cancer in developing countries at the first Lance Armstrong Foundation LiveSTRONG Global Cancer Summit. The Summit, to be held in Dublin August 24-26, 2009, brings together world leaders, corporations, non-governmental organizations and individuals to spotlight outstanding commitments to the global fight against cancer.

The Ethiopia Breast Cancer Initiative was developed by Axios in partnership with the pharmaceutical company AstraZeneca. It is the first effort to raise awareness, and strengthen breast cancer diagnosis and treatment capabilities in Ethiopia, one of the world's poorest countries. Before the program began in 2005, Ethiopia had no data on breast cancer patients, no mammography or treatment guidelines and only one cancer specialist and one radiotherapy unit for a country of 85 million people. By late 2008, thousands of patients were receiving quality breast cancer care in Ethiopia as a result of this initiative.

"Ethiopia has begun to turn a corner on this neglected and rapidly growing disease," said Dr. Solomon Bogale, MD, Head of Radiotherapy at Ethiopia's Tikur Anbessa Hospital. "Previously, women with breast cancer in our country had no access to advanced testing, life-saving cancer drugs or even information about the disease. This initiative shows that enormous obstacles to care can be overcome through highly effective public-private collaboration. We hope this recognition by the Lance Armstrong Foundation will encourage other governments and private sector partners to address the rapidly growing crisis of breast and other cancers in developing countries."

Breast cancer is the most commonly diagnosed cancer, and developing countries now account for the majority of breast cancer deaths worldwide. Further, the incidence of breast cancer in low- and middle-income countries is growing by up to 5% per year as populations age and urbanize. Because of poor access to diagnosis and treatment, women in low- and middle-income countries generally have much poorer outcomes as well. In sub-Saharan Africa only 32% of women are still alive five years after a breast cancer diagnosis, compared with 81% in the US.

The Ethiopia Breast Cancer Initiative focuses on strengthening and developing health systems to provide cancer prevention, diagnosis, treatment and referral, with the goal of creating a national center of reference for breast cancer management at Tikur Anbessa Hospital in Addis Ababa. In countries such as Ethiopia, obstacles such as lack of patient and provider awareness of breast cancer and a reliance on traditional healers often delay access to appropriate care.

The Ethiopia initiative includes the development of clinical guidelines for breast cancer treatment and palliative care, capacity building, patient management and follow-up systems,



the installation of mammography and ultrasound equipment and drug donations. The project also supports the efforts of Ethiopia's ministry of health to develop national cancer policies and a cancer registry, and the work of the Ethiopian Cancer Association to promote public awareness, education and fund-raising to fight the disease. Efforts are now underway to ensure the long-term sustainability of the initiative through a maintenance program for radiology equipment and drug management systems, as well as training for pathologists and other laboratory staff in new diagnostic technologies.

"The Ethiopia Breast Cancer Initiative demonstrates the high level of care that is feasible and effective in resource-poor settings," said Anne Reeler, Chief Technical Officer of Axios, which partners with governments and the private sector to provide treatment for serious medical conditions in 117 low- and middle-income countries. "This model of advanced care for conditions such as breast cancer is not only effective...it is also highly replicable. The Ethiopian experience demonstrates that there is no reason that breast cancer and other cancers cannot be effectively diagnosed and treated, even in very poor countries."

Rhiannon Rowsell, AstraZeneca's Global Director of Corporate Responsibility, said "We are delighted to have played a part in creating a sustainable breast cancer management framework that is not only making a difference for women in Ethiopia, but which can potentially be replicated to help in other countries and in other disease areas".

About Axios

Axios delivers pioneering solutions that increase access to drugs, diagnostics, and healthcare services for cancer, HIV/AIDS, diabetes and cardiovascular diseases in developing countries through Axios International, which provides strategic support and technical assistance to improve healthcare delivery, and the Axios Foundation, which implements philanthropic healthcare programs. Axios works with in-country partners to build sustainable approaches to modernizing developing world healthcare infrastructure and systems. More than 8 million people have received tests or treatment through Axios' global network of more than 450 healthcare institutions in 117 countries.

About AstraZeneca

AstraZeneca is a global pharmaceutical company with a commitment to making a contribution to improving health in the developing world. For more information, visit astrazeneca.com

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