

FOR IMMEDIATE RELEASE

CONTACT: Tracy Aiello, Freeman Wall Aiello, (303) 232-3870 or (720) 989-3530.

**FIRST-EVER “ADVANCED PROSTATE CANCER AWARENESS DAY”
LAUNCHED TODAY**

*Prostate Cancer Awareness Week Expands In Effort to
Serve Under-Recognized Patient Group*

Greenwood Village, CO – Sept. 21, 2004 – More than 230,000 American men will be diagnosed with prostate cancer this year, and 48,000 men will progress to advanced stages of the disease, clinically referred to as hormone-refractory prostate cancer. In recognition of these men and their families, Prostate Cancer Education Council (PCEC) and Abbott Laboratories have declared Tuesday, Sept. 21, 2004 as the first-ever Advanced Prostate Cancer Awareness Day. Free or low cost services will be available at venues across the country, allowing men to check the status of their PSA (prostate specific antigen) with a simple blood test. Information on advanced prostate cancer disease will also be available.

Advanced Prostate Cancer Awareness Day falls during the national Prostate Cancer Awareness Week (PCAW) program, the largest cancer-screening event in the world, with nearly 600 sites nationwide. During the week of Sept. 19-25, hundreds of thousands of men will take advantage of free and low-cost screenings.

“While survival rates have increased and we continue to recognize the disease in earlier stages, we need to bring enhanced services and treatments to men who have advanced stage prostate cancer,” notes E. David Crawford M.D., founder of PCEC and head of the Urologic Oncology department at the University of Colorado Health Sciences Center. “Advanced Prostate Cancer Day will help recognize and provide much needed support for advanced prostate cancer patients, a traditionally under-recognized group in terms of education and treatments.”

Close to 48,000 men progress to advanced prostate cancer each year. Traditionally, these patients monitor their PSA to help manage their condition and determine the best therapeutic approach. Many will go on to develop painful bone metastases. Once at this stage, median survival time is estimated to be 30 – 35 months. There remains substantial unmet treatment needs for men with advanced prostate cancer. It is crucial to recognize prostate cancer at its earliest stage with regular physician screenings so that the disease is detected when it is most treatable. However, for those patients that learn of their disease in later stages, treatment and support need to be available.

There has been a measurable impact from the efforts of PCEC to screen and educate men and their loved ones about the benefits of early screening, including PCAW. Since the advent of PCAW in 1989, the prostate cancer survival rate has increased to more than 90 percent.

History of Prostate Cancer Awareness Week

PCAW is a program Prostate Cancer Education Council (PCEC) first implemented in 1989 to offer free or low cost prostate cancer screenings to men across the country and to provide

education about the prevalence of prostate cancer, the importance of early detection and available treatment options. PCAW's screening program was one of the first organized screening efforts (for men with prostate cancer) in the U.S. In its first year, 15,000 men received free or low-cost screenings. To date, the screening program is one of the largest in the U.S. and has helped screen more than three million men for prostate cancer. There are currently more than 600 organized sites across the country.

Since PCAW was initiated, the amount of money raised for prostate cancer research has tripled. PCAW is recognized during the third week in September each year.

About PCEC

The PCEC was founded in 1988 to educate men and the women in their lives about the prevalence of prostate cancer, the importance of early detection and the available treatment options. PCEC is a consortium of physicians, health educators, scientists and prostate cancer patient advocates dedicated to increasing prostate cancer awareness among men, women, caregivers and the medical community. As one of the oldest and largest organized screening efforts in the nation, PCAW has helped millions of men receive potentially life-saving screenings in addition to influencing additional research dollars to be earmarked for prostate cancer.

To find the nearest PCAW screening site, visit www.pcaw.com or call 866-4PROST8.

###