



Media Release

For non-US Media Only

Lung Cancer Patients Face a Void of Emotional Support

The International Psycho-Oncology Society introduce a new global quality of life initiative with the support of Roche

Basel, Switzerland, 29 November 2007 – Concerning results from a Europe-wide survey released today during Lung Cancer Awareness Month reveal that one in three lung cancer patients feel that they are not receiving the emotional support they need to manage their life-threatening disease. Patients surveyed say support is **essential** during their diagnosis and treatment, but many are still not benefiting from the services available in hospitals and patient groups because they do not address the particular burdens unique to a lung cancer diagnosis. Lung cancer is the most common form of cancer and Europe's most deadly, claiming almost 1,000 lives every day.

“Nothing prepared me for the wide range of emotions that accompanies a lung cancer diagnosis,” says lung cancer patient Ana Motta, Spain, who was diagnosed in January 2007. “Programs that are developed with our feelings in mind are sorely needed, especially those that we can use when we are at home.”

To fill the void currently faced by lung cancer patients and their caregivers, Roche and the International Psycho-Oncology Society (IPOS) have introduced *INSPIRE*, an innovative global initiative to improve quality of life for lung cancer patients worldwide. This unique program will provide patients and caregivers with comprehensive practical and emotional guidance that is customized to their needs. It will include:

- Coping and self-help techniques
- Advice to improve communication among patients, caregivers and health care professionals

- Relaxation methods to help patients take a more positive and active role in their cancer care.

The *INSPIRE* resources will be available next year, in formats adapted to suit each country, including, but not limited to, booklets, CD-ROMs and online programs.

“Emotionally, lung cancer patients have a particularly difficult journey because they are often diagnosed at a very advanced stage of their disease,” says Dr. Luigi Grassi, President of IPOS and Professor and Chair of Psychiatry, University of Ferrara, Italy. “It is, therefore, critical that we have programs and support vehicles that are designed with the specific needs in mind of lung cancer patients and their carers/families. IPOS is pleased to be involved with Roche in this first-of-its-kind patient program.”

Psycho-oncology is a growing discipline within the area of cancer care, focusing on the psychological, behavioral and social impact of cancer on patients and their caregivers. When the emotional distress of lung cancer is neglected, the patient’s health and quality of life often deteriorates. Psycho-oncologists help patients and their caregivers to cope with their disease and to manage their overwhelming emotions that often accompany a cancer diagnosis and its treatment.

For more information on INSPIRE, please contact Lester B. Davis, International Communication Manager, Tarceva at Lester.Davis@Roche.com or May Baccari, Resolute Communications at May.Baccari@resolutecommunications.com.

For more information about IPOS and how you can support its critical programs, visit www.ipos-society.org.

###

About the survey

Over a period of two months, 252 lung cancer patients across the UK, Germany, Italy, France and Spain were surveyed on their experiences with being diagnosed with and treated for lung cancer. The survey was commissioned by Roche and conducted by an independent research consultancy, Patient Research, and was carried out using a combination of telephone and internet methodologies. All survey respondents were offered full anonymity and were qualified by the researchers.

About IPOS

Since 1984, the International Psycho-Oncology Society (IPOS) has been committed to developing the science of psychosocial and behavioral oncology as it relates to improving the care of cancer patients and their families, as well as preventing cancer through healthy behaviors. IPOS is an individual membership society serving psycho-oncology professionals throughout the world and an umbrella organization serving national societies that represent over 5,000 research and clinical professionals in more than 50 countries. Psycho-oncology stakeholders are multidisciplinary and include physicians, psychologists, nurses, social workers, rehabilitation specialists, epidemiologists, social scientists and educators.

About Roche

Headquartered in Basel, Switzerland, Roche is one of the world's leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. As the world's biggest biotech company and an innovator of products and services for the early detection, prevention, diagnosis and treatment of diseases, the Group contributes on a broad range of fronts to improving people's health and quality of life. Roche is the world leader in in-vitro diagnostics and drugs for cancer and transplantation, a market leader in virology and active in other major therapeutic areas such as autoimmune diseases, inflammation, metabolic disorders and diseases of the central nervous system. Additional information is available on the Internet at www.roche.com.

All trademarks used or mentioned in this release are protected by law.

Disclaimer: Cautionary statement regarding forward-looking statements

This document contains certain forward-looking statements. These forward-looking statements may be identified by words such as 'believes', 'expects', 'anticipates', 'projects', 'intends', 'should', 'seeks', 'estimates', 'future' or similar expressions or by discussion of, among other things, strategy, goals, plans or intentions. Various factors may cause actual results to differ materially in the future from those reflected in forward-looking statements contained in this document, among others: (1) pricing and product initiatives of competitors; (2) legislative and regulatory developments and economic conditions; (3) delay or inability in obtaining regulatory approvals or bringing products to market; (4) fluctuations in currency exchange rates and general financial market conditions; (5) uncertainties in the discovery, development or marketing of new products or new uses of existing products, including without limitation negative results of clinical trials or research projects, unexpected side-effects of pipeline or marketed products; (6) increased government pricing pressures; (7) interruptions in production; (8) loss of or inability to obtain adequate protection for intellectual property rights; (9) litigation; (10) loss of key executives or other employees; and (11) adverse publicity and news coverage. The statement regarding earnings per share growth is not a profit forecast and should not be interpreted to mean that Roche's earnings or earnings per share for any current or future period will necessarily match or exceed the historical published earnings or earnings per share of Roche.

Media Relations Contacts

Lester B. Davis, International Communication Manager, Tarceva Lester.Davis@Roche.com

May Baccari, Resolute Communications at May.Baccari@resolutecommunications.com

References

1. Survey commissioned by Roche, conducted by Patient Research, 2007.
2. IARC. GLOBOCAN 2002. Cancer Incidence, Mortality and Prevalence Worldwide (2002 estimates). Accessed 2007 (<http://www-dep.iarc.fr/>).