

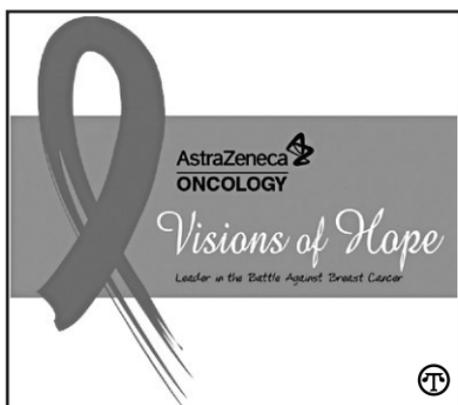
Women's Health **UPDATE**

Web Site Launched To Inform Women About Breast Cancer

(NAPSA)—While public awareness of breast cancer continues to grow, many women diagnosed with breast cancer face a difficult challenge of where to turn to for answers. Fortunately, the Internet has changed the way women seek health care information. A study in the July, 2002 *Health Psychology* journal showed 42 percent of breast cancer patients used the Internet as a source of information. In an effort to educate the public on breast cancer, visions-of-hope.com is now available to provide important information to patients, family members and caregivers, raising awareness of the disease and stressing the importance of early detection.

Visions-of-hope.com is the newest addition to AstraZeneca's Visions of Hope educational initiative, an award winning, multifaceted program, comprised of a traveling breast cancer exhibit, speakers bureau and awards program. AstraZeneca's 25-year heritage of commitment, innovation and treatment of breast cancer continues to work for those who battle breast cancer everyday. The newly available visions-of-hope.com provides information about the traveling exhibit, important community events and highlights those awarded for their work in the field of breast cancer.

"Visions-of-hope.com will not only allow visitors to view the interactive traveling breast cancer exhibit but also provide important information and resources about breast cancer to those in need,"



said Dr. Joseph Purvis, Executive Director of Clinical Development Breast and Prostate Cancer, AstraZeneca Pharmaceuticals LP.

Visitors to visions-of-hope.com can access important breast cancer information and interact with the program's components. The site allows a visitor to:

- Tour the interactive Visions of Hope exhibit stations
- Send greeting cards with messages of hope to friends and loved ones
- Learn about the most recent breast cancer facts and figures
- Search for local and national breast cancer resources
- Test his or her breast cancer knowledge
- View photos of local community events
- Read messages of hope shared at Visions of Hope tour stops across the country
- Download valuable information on breast cancer
- Read about individuals and organizations who have been recognized for their work in the field of breast cancer.