



Compass Healthcare Communications Helps PROLEUKIN® (Aldesleukin for Injection) Patients “Stay in Touch” Through Email

PRINCETON, N.J., July 20, 2005 – Compass Healthcare Communications is helping patients taking PROLEUKIN® (aldesleukin for injection) and their caregivers “Stay in Touch” via a new email campaign. PROLEUKIN is FDA-approved for the treatment of patients with metastatic melanoma (skin cancer) and metastatic renal cell carcinoma (kidney cancer).

Key enrolled patients and caregivers receive customized content targeted to their particular condition and informational needs. The emails, sent in a specified frequency over time, are designed to provide information that motivates patients and informs them about local PROLEUKIN treatment centers. The emails drive enrollees to segmented landing pages on the Proleukin.com website (<http://www.proleukin.com>) so that the dialogue can continue. Recipients receive additional educational information, including a treatment center locator tool.

“We all know someone affected by cancer directly or indirectly. To be able to offer patients support and information about treatment options is one of the most rewarding aspects of what we do,” said Peter H. Nalen, President of Compass. “Our online marketing solutions are more likely to be successful because they reflect an in-depth understanding of what people need to know and how to reach them.”

PROLEUKIN is a product of Chiron Corporation, a biotechnology company headquartered in Emeryville, Calif., with three global businesses: Blood Testing, Vaccines and BioPharmaceuticals.

Based in Princeton, N.J., Compass Healthcare Communications (www.compasshc.com) is an online marketing agency serving the pharmaceutical, biopharmaceutical and medical device industries exclusively. The Compass team helps healthcare clients achieve their marketing goals through effective use of the Internet.

NOTE: PROLEUKIN is a trademark of Chiron Corporation.

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