

**PRESS RELEASE:**

June 10, 2011

On-Call Media Cell: (828) 674-5406

**Comprehensive Cancer Center at Pardee participates in international clinical trial**

*(Hendersonville, N.C.)* The Comprehensive Cancer Center at Pardee participated in the Phase III VELOUR trial that would overall improve survival in the treatment of advanced colorectal cancer.

Colorectal cancer is the third most common cancer and third most common cause of cancer death in both men and women in the United States. 140,000 new cases were reported in the United States in 2010 with more than 50,000 deaths. Patients with advanced colorectal cancer have a fatal illness with limited treatment options and expected survival ranging from months to a few years.

This phase III trial was conducted using patients with advanced colorectal cancer and randomly assigning them to receive standard chemotherapy, or standard chemotherapy along with the new drug, Zaltrap. The trial had positive results in survival with those who used Zaltrap.

“The Pardee Comprehensive Cancer Center and Pardee Cancer Research Program were excited to participate in this study, and proud to have played a role in making an effective new treatment option to our colorectal cancer patients,” said James Radford, Jr., M.D., of Hendersonville Hematology and Oncology at Pardee.



On the basis of this study, Sanofi-Aventis plans to request FDA approval to market Zaltrap commercially for treatment. Sanofi-aventis, a leading global pharmaceutical company, discovers, develops and distributes therapeutic solutions to improve the lives of everyone. For more information, please visit [www.sanofi-aventis.com](http://www.sanofi-aventis.com).

As a nationally recognized cancer treatment and research facility, the Comprehensive Cancer Center at Pardee is dedicated to using the latest technology and innovative therapies to increase the chances of a cure.

[Pardee Hospital](http://www.pardeehospital.org) is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second largest employer in [Henderson County](http://www.pardeehospital.org). The hospital has several locations separate from the main campus, including an adult day services center, a health education center in the Blue Ridge Mall, home care services, a rehab and wellness center, a midwifery program, various family and internal medicine practices, and an urgent care facility. For more information or to find a physician, call 1-866-790-WELL (9355) or visit [www.pardeehospital.org](http://www.pardeehospital.org).

###

