



## National Myelofibrosis Awareness Day to Launch on September 20

September 19, 2012

Patient advocacy coalition leads inaugural recognition day to raise awareness about myelofibrosis, a rare, potentially life-threatening blood cancer

WILMINGTON, Del.--(BUSINESS WIRE)--Sep. 19, 2012-- Incyte Corporation (Nasdaq: INCY) today announced its support of the first national Myelofibrosis Awareness Day, which will be held on Sept. 20, 2012. The inaugural recognition day is being led by the MPN Coalition, a group of patient advocacy organizations that have come together to help people living with myelofibrosis (MF). MF belongs to a group of diseases called myeloproliferative neoplasms (MPNs), and is a progressive, potentially life-threatening blood cancer with limited treatment options.<sup>1</sup> Patients with MF suffer a high disease burden characterized by bone marrow failure, enlarged spleen (splenomegaly) and debilitating symptoms including fatigue, severe itching (pruritus), night sweats, bone pain, and early satiety (a feeling of fullness), leading to impaired quality of life.<sup>2</sup>

"Volunteers across the country are promoting Sept. 20 as Myelofibrosis Awareness Day to connect organizations, doctors and individuals affected by MF to ensure that patients and their families have the necessary information, support and resources to better manage this disease," stated Ann Brazeau, chairperson of the MPN Coalition and Vice President of Development of the MPN Research Foundation. "The theme for the day is 'Empower,' and those affected by MF are being encouraged to become more knowledgeable about the disease, to be active and engaged partners in their care, and to gain strength as part of a group of individuals facing similar challenges."

Activities and initiatives planned by the MPN Coalition, which comprises organizations including [CancerCare](#), [Cancer Support Community](#), [MPN Research Foundation](#), [MPN Education Foundation](#), [The Leukemia & Lymphoma Society](#), and [National Organization for Rare Disorders](#), include patient and physician educational brochures, symposia and workshops, web programs, and video interviews with key MPN researchers. Many of the activities will also include efforts to increase awareness of the symptoms that affect the daily lives of people with this disease.

"With Myelofibrosis Awareness Day, we're encouraged to see so many important organizations come together to rally around such an important cause. Their efforts will help to bring greater understanding about this rare disease to physicians and help patients with MF become more empowered in dealing with their disease," stated Paul A. Friedman, MD, President and Chief Executive Officer, Incyte.

Launching the program in September, which is Blood Awareness Month, provides an opportunity to further the efforts of the MPN Coalition in educating and building support for patients with MF. Myelofibrosis Awareness Day will serve as the kickoff for many awareness activities, which will continue throughout the year.

To learn more about the MPN Coalition and planned MF awareness events, visit [www.myelofibrosisawareness.org](http://www.myelofibrosisawareness.org).

### About Incyte

Incyte Corporation is a Wilmington, Delaware-based biopharmaceutical company focused on discovering, developing and commercializing proprietary small molecule drugs for inflammation and oncology, including products for myelofibrosis. For additional information about Incyte, please visit [www.incyte.com](http://www.incyte.com).

### References

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2. Mesa RA, Niblack J, Wadleigh M, et al. The burden of fatigue and quality of life in myeloproliferative disorders (MPDs): an international internet-based survey of 1179 MPD patients. *Cancer*. 2007;109:68-76.

Source: Incyte Corporation

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