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LUNG CANCER ALLIANCE LAUNCHES EARLY DETECTION WEB SITE TO EDUCATE THOSE AT HIGHEST RISK FOR THE DISEASE

Site launches on heels of major study showing importance of yearly screening

(Washington, DC) November 22, 2006 – Today, Lung Cancer Alliance (LCA) launched screenforlungcancer.org, a new Web site aimed at educating people at risk for lung cancer about the importance of yearly low-dose Computed Tomography (CT) screening to promote early detection of the disease. More than 70% of new lung cancers are diagnosed in people whose cancer is at late-stage, when survival is poor.

The launch of LCA's site comes less than one month after a landmark study was published in the *New England Journal of Medicine*. The study found that yearly low-dose CT screening for people at high risk can detect lung cancer at the earliest stage, dramatically increasing chance of survival. The current five-year survival rate for people diagnosed with lung cancer is only 15 percent. Remarkably, the study showed an estimated 92 percent ten-year survival rate for those whose cancers are detected early and removed immediately.

“We now know that screening those at high risk can detect lung cancer at the earliest stages, when it's most treatable,” said Laurie Fenton, President of Lung Cancer Alliance. “This new site provides smokers, former smokers, or anyone at high risk for developing lung cancer with an education about the screening process. It is critical for people to know their risks, and to know that they can now do something to protect themselves from this lethal disease.”

Screenforlungcancer.org provides information on the importance of screening and the screening process, tools for assessing a person's risk for developing lung cancer, and a directory of leading institutions with the highest screening standards. Visitors can also experience the entire screening process by viewing videos of a person undergoing a CT scan, as well as photographs.

LCA is the only national organization solely dedicated to patient support and advocacy for people living with or at risk for lung cancer, which causes more deaths in the United States than any other cancer. As the number one cancer killer, lung cancer will kill more than 160,000 Americans this year alone, causing more deaths than breast, prostate, colon, liver, kidney cancers and melanoma combined. For more information on the services provided by Lung Cancer Alliance, visit www.lungcanceralliance.org.

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NO MORE EXCUSES. NO MORE LUNG CANCER.