

## **Targeting Aggressive Forms of Cancer: Sunshine Biopharma (OTCBB: SBFM) and Roche (SIX: RO, ROG; OTCQX: RHHBY)**

### ***How the largest biotech Company in the world and a small microcap company are independently taking aim at cancer***

New York, New York – July 9, 2012 - Investorideas.com, an investor research portal specializing in sector research including biotech and pharma stocks, issues a report on biotech companies targeting aggressive forms of cancer; Roche's ([SIX: RO](#), ROG; OTCQX: RHHBY) Herceptin® cancer drug and Sunshine Biopharma Inc. ([OTCBB: SBFM](#)) with its lead compound, Adva-27a.

Roche is the largest biotech company in the world and Sunshine Biopharma is a small microcap biopharma company. The two genes associated with aggressive forms of cancer are Her2 and Top2; Roche is targeting Her2-Positive patients and Sunshine Biopharma is targeting multidrug resistant Top2, which has no current effective drugs in the market for patients.

Mr. Camille Sebaaly, CFO of Sunshine Biopharma Inc. ([OTCBB: SBFM](#)) recently noted in an interview with Investorideas.com “Herceptin® is an excellent drug and is very effective in treating Her2-Positive breast cancer patients. However, only about 25% of the breast cancer patients are Her2-Positive. For the remaining 75%, Herceptin® does not work. This is where our Adva-27a comes in.”

Sunshine Biopharma reported on July 11, 2011 that Adva-27a had shown 16-fold more effectiveness against MCF-7/MDR Multidrug Resistant Breast Cancer and announced on June 26<sup>th</sup> results that Adva-27a is significantly more effective at killing Multidrug Resistant Small-Cell Lung Cancer cells than Etoposide, the current commonly used drug for this type of cancer.

Adva-27a was designed and synthesized de novo in 2006. Patents covering Adva-27a and derivatives have recently issued in the United States and Europe and are pending in other countries around the world. Sunshine Biopharma has announced collaborations with the State University of New York at Binghamton and McGill University's Jewish General Hospital in Montreal (Canada) focused on the development of Adva-27a through clinical trials.

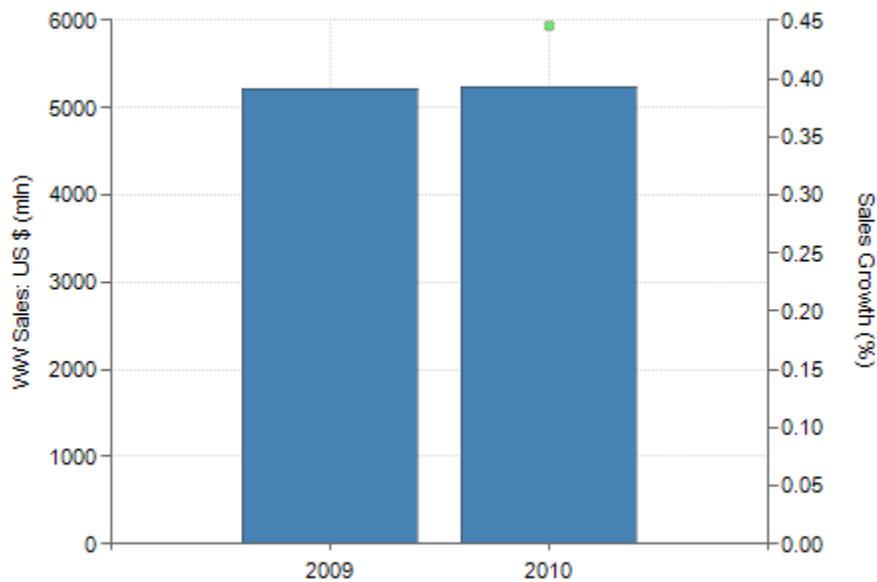
Herceptin® was developed originally by Genentech, starting with research that dated back to the 1970's and Roche later signed a licensing agreement in 1998 for exclusive marketing rights for Herceptin outside of the United States. A few months later Herceptin received FDA approval for use in women with breast cancer that overexpresses the HER2 protein. Herceptin® was the first therapeutic antibody targeted to a specific (HER2) cancer-related molecular marker to receive FDA approval. Roche purchased Genentech in March 2009 for approximately \$46.8 billion.

The most recent development on Herceptin® was June this year when Roche announced the FDA had approved Perjeta® (pertuzumab) in combination with Herceptin® and docetaxel chemotherapy for the treatment of people with Her2-positive metastatic breast cancer who have not received prior anti-HER2 therapy or chemotherapy for metastatic disease.

Herceptin® sales were over \$5 billion in 2010 but Herceptin® begins to lose patent protection in world markets in 2014.

### **Herceptin® Worldwide Sales in 2009/10**

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Source: <http://www.evaluatepharma.com/>

### **About Sunshine Biopharma Inc. (OTCBB: SBFM):**

Sunshine Biopharma is a pharmaceutical company focused on the research, development and commercialization of drugs for the treatment of various forms of cancer. The Company's lead compound, Adva-27a targets aggressive forms of cancer.

[www.sunshinebiopharma.com](http://www.sunshinebiopharma.com)

### **About Roche (SIX: RO, ROG; OTCQX: RHHBY):**

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalized healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2011, Roche had over 80,000 employees worldwide and invested over 8 billion Swiss francs in R&D. The Group posted sales of 42.5 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan.

[www.roche.com](http://www.roche.com)

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