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**Tularik Announces Initiation of Pivotal Trial of T67 for the Treatment
of Hepatocellular Carcinoma
- Global Development Program Underway -**

South San Francisco, Calif. – March 25, 2003 -- Tularik Inc. (Nasdaq: TLRK) announced the enrollment of the first patient in the registration trial for T67, a drug candidate being developed for the treatment of hepatocellular carcinoma (HCC), a leading cause of cancer death worldwide.

Tularik is conducting a two-arm, randomized, global study to compare the survival of patients who receive T67 versus those receiving doxorubicin. Doxorubicin is the current systemic chemotherapy standard of care for HCC, although the FDA has not approved it for this indication. Tularik plans to enroll up to 750 chemotherapy-naive patients in up to 75 sites in the US and abroad. The primary goal of the study will be to determine whether there is a benefit in the patients treated with T67 compared to doxorubicin.

“The initiation of this pivotal study represents another major step in our efforts to bring T67 to market,” stated Dr. Michael Levy, Vice President, Development and Chief Medical Officer of Tularik. “There are currently no approved systemic therapies for HCC, so we urgently want to address this unmet medical need.”

About T67

T67 is an anti-cancer drug candidate with a novel chemical structure that binds to beta-tubulin, a known anti-cancer drug target. T67 is distinguished from other tubulin-binding agents, such as Taxol[®], because it retains activity against multiple drug resistant tumors in animal models. In Phase 1 and Phase 2 studies, T67 has shown activity in patients with HCC and a clinically acceptable toxicity profile. Tularik retains 100% worldwide rights to T67.

About Hepatocellular Carcinoma

HCC is a tumor type that is on the rise in the United States. It is believed this rise is due to an increase in the incidence of Hepatitis C, a known cause of HCC. Worldwide, it is estimated that there are over 1 million new cases of HCC annually. HCC is an aggressive

malignancy; the median survival from time of diagnosis is six months. For newly diagnosed patients, the one-year survival rate is 24% and the five-year survival rate is less than 5%. Currently, there is no approved systemic chemotherapy for the treatment of HCC.

About Tularik

Tularik is engaged in the discovery and development of a broad range of novel and superior orally available medicines that act through the regulation of gene expression. Tularik's scientific platform is focused on three therapeutic areas: cancer, immunology and metabolic disease. The Company currently has four drug candidates in clinical trials. In addition to the pivotal study of T67 for the treatment of HCC, T607 is undergoing Phase 2 trials for the treatment of HCC, ovarian cancer, gastric cancer and esophageal cancer. T487, for the treatment of inflammatory diseases, and T131, for the treatment of type 2 diabetes, are in Phase 1 trials to evaluate safety and pharmacokinetic profile. For more information, visit Tularik's Internet website at www.tularik.com.

This press release contains "forward-looking" statements. For this purpose, any statements contained in this press release that are not statements of historical fact may be deemed to be forward-looking statements. Words such as "believes," "anticipates," "plans," "expects," "will," "intends" and similar expressions are intended to identify forward-looking statements. There are a number of important factors that could cause the results of Tularik to differ materially from those indicated by these forward-looking statements, including, among others, risks detailed from time to time in Tularik's SEC reports, including the report on Form 10-K for the year ended December 31, 2002. Tularik does not undertake any obligation to update forward-looking statements.