



MYELOMA FOCUS

A NEWSLETTER FROM THE MULTIPLE MYELOMA RESEARCH FOUNDATION

INSIDE THIS ISSUE

- MMRF Appoints New CMO.....2
- MMRF Executive Committee.....3
- 3, 2, 1: Cure Campaign.....4-7
- Research Awards & Grants.....8
- Proteomics.....9
- Research Roundtable.....10
- Update from ASCO.....12-13
- Sharing Knowledge.....14
- Industry Updates.....15
- Raising Funds.....16-17
- On the Board.....19

Accredited by:



MMRF Launches 3, 2, 1: Cure Grands Jumpstart Campaign

The Multiple Myeloma Research Foundation (MMRF) is proud to announce the launch of the 3, 2, 1: Cure campaign. With your help, we will raise \$50 million to advance three critical paths to a cure.



Stephen and Nancy Grand

Thanks to Board Member Stephen Grand and his wife, Nancy, who pledged \$10 million to support 3, 2, 1: Cure, we are well on our way. We are incredibly thankful for the Grands' generosity and inspired by the leadership role they have taken to advance this important campaign.

"Supporting the MMRF's 3, 2, 1: Cure campaign was the most effective way we could help in finding a cure. We increased our fund-raising level, not only because of our own enthusiasm for the MMRF's work, but also in an effort to encourage others," said Stephen Grand.

Read more about 3, 2, 1: Cure on page 4

MMRF Fall Gala



Deborah Norville
MISTRESS OF CEREMONIES
Anchor, "Inside Edition"
Author



Tiki Barber
SPIRIT OF HOPE RECIPIENT
Former Star Running Back, New York Giants
Correspondent, NBC's "Today Show"
and "Football Night in America"



Cindy Crawford
SPIRIT OF HOPE RECIPIENT
Ad Model
Spokesperson

Saturday, November 1, 2008

Hyatt Regency Hotel • Greenwich, CT • 6:00 p.m. Reception • 7:30 p.m. Dinner

Space is limited. To purchase tickets, call (203) 652-0225 or e-mail events@themmr.org

Dear Friends:

With your support, the Multiple Myeloma Research Foundation (MMRF) has helped to make amazing strides against multiple myeloma and achieved significant results:

- Four treatments approved in four years when it usually takes ten years to bring a single drug to market;
- Fifteen clinical trials of novel and combination treatments supported by our sister organization, the Multiple Myeloma Research Consortium (MMRC);
- Thirty novel compounds and combination treatments supported by the MMRF now in clinical trials and pre-clinical studies.

Now, more than ever, we are on the path to a cure. We have an innovative research plan and a cutting-edge portfolio of research projects—from genomics to innovative clinical trials—in place. But your investment in our research campaign, **3, 2, 1: Cure. Counting Down to the Day We Eliminate Multiple Myeloma**, is critical.

On the pages to follow, you will learn more about **3, 2, 1: Cure** and opportunities to donate, including by going online at www.321cure.org or by mailing the enclosed return envelope with your pledge. Thank you for your support.

Sincerely,



Kathy Giusti
Founder and CEO

We Thank the Following Sponsors for Their Support of Myeloma Focus



MMRF Welcomes Dr. Susan L. Kelley as CMO

Dr. Louise M. Perkins Promoted to CSO

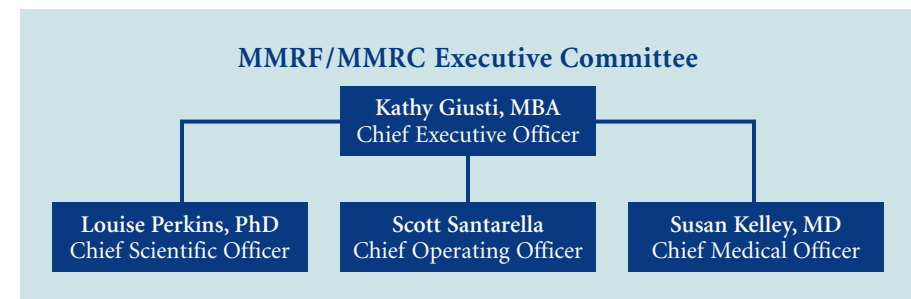
The MMRF is pleased to welcome Susan L. Kelley, M.D., as Chief Medical Officer. Dr. Kelley, who has more than 20 years of experience in oncology clinical research and drug development within the pharmaceutical industry, will provide senior medical leadership for clinical development activities supported by the MMRC. Dr. Kelley most recently served as Vice President of Global Clinical Development for Oncology at Bayer Healthcare Pharmaceuticals and has played an integral role in the advancement of several breakthrough treatments, including Nexavar (sorafenib) and Taxol.

The MMRF also announced the promotion of Louise M. Perkins, PhD, to Chief Scientific Officer. In this role, Dr. Perkins is responsible for the strategic development and execution of the MMRF's research agenda.

“Dr. Kelley's and Dr. Perkins' extensive experience in drug discovery and development, combined with Executive Committee members' expertise in drug commercialization and strategic planning, will enable the MMRF and MMRC to serve as an end-to-end solution for the development of new myeloma therapies,” said Giusti.

MMRF Announces Executive Committee

The MMRF is pleased to announce the MMRF and MMRC Executive Committee, an exceptional leadership team with decades of experience in drug discovery, drug development, drug commercialization, and strategic planning. The MMRF and MMRC Executive Committee, led by MMRF Founder and CEO Kathy Giusti, will drive the development and implementation of the organizations' strategic research agendas.



Kathy Giusti
Founder and CEO

Kathy Giusti founded the MMRF in 1998 shortly after her diagnosis with multiple myeloma, and in 2004 she founded the MMRC. She has more than 15 years of marketing and drug commercialization experience in the pharmaceutical industry with Merck & Co., and G.D. Searle. Kathy currently serves on the National Cancer Advisory Board, the Board of Directors for IMS Health, and the Health Research Alliance. She has also served on the Institute of Medicine's National Cancer Policy Board and the Cancer Leadership Council. Kathy received her MBA in general management from Harvard Business School.



Scott Santarella
Executive Director and COO

Scott Santarella's career experience spans the spectrum of the non-profit industry, from national fundraising for the March of Dimes, to international marketing and communication for the Knights of Columbus, to grant-making for the Educational Foundation of America. Scott received his Executive Leadership Certification from Harvard Business School in 2006, and graduated *cum laude* from the University of Massachusetts at Amherst.



Susan L. Kelley, MD
CMO

Dr. Kelley has more than 20 years of experience in oncology clinical research and drug development within the pharmaceutical industry and has played an integral role in the advancement of several breakthrough cancer treatments. Prior to joining the MMRF and MMRC, Dr. Kelley served as Vice President of Global Clinical Development for Oncology at Bayer Healthcare Pharmaceuticals. She received her medical degree from Duke University School of Medicine and completed her certification in Internal Medicine at the University of Colorado, followed by Medical Oncology training at Dana-Farber Cancer Institute.



Louise M. Perkins, PhD
CSO

Dr. Perkins has more than 15 years of experience in oncology drug discovery within the pharmaceutical industry and has extensive experience in advancing novel targeted therapies toward clinical study. Prior to joining the MMRF and MMRC, Dr. Perkins served as the Director of Cancer Research at Bayer Pharmaceuticals. Dr. Perkins received her doctorate in biological chemistry at the University of Michigan and conducted post-doctoral studies in molecular biology at Princeton University.

Founders Circle Invests in \$25 Million 3, 2, 1: Cure

Thanks to the support and generosity of the MMRF Founders Circle, we have already raised \$25 million—half of the campaign’s goal.



Stephen and Nancy Grand

Stephen Grand, a myeloma patient, and his wife, Nancy, are among the MMRF’s most generous investors and one of the earliest and most enthusiastic supporters of 3, 2, 1: Cure. Stephen explains that they were impressed by the MMRF’s ability to fund a portfolio of the most promising programs and to accelerate critical clinical trials by working closely with biotech and pharmaceutical companies. Stephen is a member of the MMRF and MMRC Board of Directors.

“[Supporting the MMRF] was the most effective way we could support research on a broad, national basis and provide effective help in finding a cure. We increased our fund-raising level, not only because of our own enthusiasm for the MMRF’s work, but also in an effort to encourage others,” said Stephen Grand.

Eddie and Leslye Phillips

Eddie and Leslye Phillips, two of the MMRF’s most generous donors, have taken a lead role in supporting 3, 2, 1: Cure. The Phillips first became involved in the MMRF’s important work after Eddie was diagnosed with multiple myeloma and, as an early investor in the MMRC, played an integral role in developing the Consortium’s infrastructure. Eddie is a member of the MMRF and MMRC Board of Directors and serves on the MMRC Audit Committee.



Avi Noar

Avi Noar supports the MMRF in honor of his son-in-law, who had multiple myeloma. Avi was impressed by the MMRF’s business model of setting goals, strictly adhering to those goals, and using the majority of donations to support research that will lead to treatment innovations and, one day, a cure.



“I know my contribution to the MMRF will support breakthrough research that will help myeloma patients live longer, better lives,” said Avi Noar.

Linda Rodgers Emory

Linda Emory, a myeloma patient, is a lifelong philanthropist whose giving is guided by results. She recognized early on the potential return on investment in supporting 3, 2, 1: Cure and its portfolio of research programs, and generously supported the campaign.



It is her belief that the MMRF’s milestone-driven approach to research will result in the development of new treatments and, eventually, a cure for multiple myeloma.

William and Kate Schuett

Over the past decade, William and Kate Schuett have invested significantly every year to advance the MMRF’s research portfolio.



As a long-term myeloma patient, William has benefited from treatments the MMRF has helped bring to market—treatments that he credits for extending his life. The Schuett’s are hopeful that their investment in 3, 2, 1: Cure will help advance the next generation of treatments and pave the way to a cure.

Elizabeth Donald

As the mother of MMRF Founders Kathy Giusti and Karen Andrews, Elizabeth Donald has generously supported the MMRF since its inception. She is particularly interested in funding research that will accelerate the development of better, more effective treatments for patients like Kathy and, ultimately, lead to a cure.



William Wilson, III



William Wilson, a myeloma patient, is one of the MMRF’s most committed investors. He believed early on in the promise of the MMRC model in accelerating the development of new treatments and provided the funding needed to launch the Consortium in 2004. He is a member of the Board of Directors of the MMRF and MMRC and serves on the Resource Development Committee.

Rick and Vicki Birdoff

Following Rick’s diagnosis with multiple myeloma, Rick and Vicki Birdoff took an active role in helping to raise critical research funds. By reaching out to their family and friends, the Birdoffs have helped raise critical research funds at events like the Friends for Life Fall Gala and Tri-State Race for Research. It is their hope that increased research funding will help advance the next generation of treatments for patients like Rick.



Pioneer Fund

The Pioneer Fund is a private family foundation that supports innovative organizations focused on medical research, education, and social welfare. The Pioneer Fund is a lead funder of MMRF and MMRC research efforts, particularly in the areas of tissue banking and genomics. Scott Hamilton, a member of the MMRF Honorary Board of Directors, has said the fund was impressed by the MMRF’s efficiency and felt it was an organization they could trust to “get the job done”.



“The MMRF has done an extraordinary job of leading by example, and they’ve been very successful. I’ve never dealt with such a large number of committed, passionate, and top-notch researchers and staff,” said Pioneer Fund Board Member Scott Hamilton.

3, 2, 1: Cure Campaign Steering Committee

- | | |
|--------------------------|-------------------------|
| Paula Berliner | John E. McGinty |
| Bob & Kate Carr | Leon & Cindy Rittenberg |
| Robert & Jane DeBaun | Barry & Ellie Samson |
| George & Norma Fabian | Kelly Luff Weldon |
| Steve & Carol Goldschein | Newt & Pam Yaeger |
| Robert Ira Lewy, MD | |

The 3, 2, 1: Cure Steering Committee plays a vital role in cultivating new donors and support.

To learn more about the Steering Committee, contact Theresa Lyons at lyonst@themmr.org



COUNTING DOWN
TO THE DAY
WE ELIMINATE
MULTIPLE MYELOMA

Join Us on Our Three Paths to a Cure

As part of 3, 2, 1: Cure, the MMRF reached out to the best minds from all corners of the medical and scientific communities to help define a portfolio of research programs in three critical paths. Our portfolio will bring patients the next generation of treatments to extend their lives and, ultimately, will lead to a cure.



Your investment will advance personalized medicine.

A better understanding of the biology of multiple myeloma is the first step in developing drugs that more effectively treat the disease. Basic science programs like the Multiple Myeloma Genomics Initiative and Multiple Myeloma Proteomics Initiative will help us discover what genes and proteins play a role in the onset and progression of the disease and will help us learn which patients will benefit from which therapies. This information will enable researchers to develop new targeted drugs and advance treatments, known as personalized medicine, that are tailored to a patient's individual needs.



"Like all patients, I treasure every day and each memory with my family," said MMRF Founder and CEO Kathy Giusti.

Investing in genomics studies will ensure that patients like Kathy are treated with combinations of drugs that will most effectively treat the disease and help patients and their families make new memories they never thought possible.

Our Goal: \$50 Million
Our Result: Cure
Multiple Myeloma

Last year, only 20% of our constituents donated to the MMRF. We urgently need everyone's participation in 3, 2, 1: Cure to advance the next generation of treatments and combination therapies and, ultimately, lead us to a cure.



Your investment will drive the most promising compounds and combinations into clinical trials.

We are diligently screening a dynamic "pipeline" of compounds against the best and most predictive validation models and advancing into clinical trials those that show the most potential in treating patients. Because it is unlikely that a single drug will treat a complex cancer like multiple myeloma, we also validate combinations of compounds—pairing new therapies like Velcade® and Revlimid® with other promising compounds—to find the best combinations to most effectively treat the disease.



Your investment will advance better clinical trials. Faster.

We have already advanced 15 clinical trials of the most promising compounds and combinations. We will launch an additional four to six clinical trials each year. Our trials are built around the most promising compounds and combinations—reducing the time spent on drugs likely to fail in the clinic and ensuring that our resources are directed toward drugs with the best chance of effectively treating patients.



"I credit these truly wonderful milestones to the MMRF and their relentlessness in searching for effective new treatments and a cure," said Jerry Luff.

Having benefited from three treatments the MMRF helped bring to market and participated in multiple clinical trials, Jerry was able to welcome three additional grandchildren and was best man at his son's wedding.

Invest in a Cure Today!

Our Goal: \$50 Million

Our Result: Cure
Multiple Myeloma

The MMRF 3, 2, 1: Cure Campaign will immediately put your dollars to work on the three most critical paths that will advance the next generation of treatments and lead to a cure for multiple myeloma.

We need your help to get there!

- Make a donation online at www.321cure.org
- Mail your pledge in the enclosed return envelope

MMRC Clinical Trials

Bringing New Treatments to Patients

MMRC Trials 2008

- Phase Ib LBH589-Revlimid-Dex
- Phase I PDL HuLuc63-Velcade-Dex
- Phase I/II RVDD (upfront)
- Phase I/II Celgene Pomalidomide
- Phase I PDL HuLuc63-Revlimid-Dex

MMRC Trials 2007

- Phase II Novartis LBH589
- Phase I Tipifarnib-Velcade
- Phase I/II Torisel-Velcade
- Phase II Proteolix Carfilzomib (relapsed/refractory)
- Phase II Proteolix Carfilzomib (relapsed)
- Phase I Semafore SF1126
- Phase Ib LBH589-Velcade

MMRC Trials 2005-06

- Phase I Novartis TKI258
- Phase I Keryx Perifosine-Revlimid-Dex
- Phase I Nereus NPI-0052

For more information, visit www.myelomatrials.org.

Senior, Fellows Awards Pave Way to New, Better Treatments

The MMRF is pleased to announce the recipients of its 2008 Senior Research Awards and Fellows Research Grants. These grants support research in two key areas of the MMRF's research portfolio – validation and basic science. Senior Research Awards provide a two-year grant of \$100,000 per year. Fellows Grants provide a one-year \$75,000 award to researchers with fewer than five years of experience beyond the

highest graduate degree. This year's grantees represent 16 outstanding institutions in four countries and will receive awards totaling \$745,000.

“The MMRF Senior Research Award will help us to evaluate the synergistic effects of [monoclonal antibodies] with currently used chemotherapy drugs to treat myeloma,” said Dr. Quin Yi of M.D. Anderson Cancer Center.

2008 Senior Research Awards

- David Avigan, MD**
Beth Israel Deaconess Medical Center
- Ralf Bargou, MD**
University of Würzburg, Germany
- Ruben Carrasco, MD**
Dana-Farber Cancer Institute
- Marta Chesi, PhD**
Mayo Clinic
- Alfred Goldberg, PhD**
Harvard Medical School
- Lori Hazlehurst, PhD**
H. Lee Moffitt Cancer Center

- Constantine Mitsiades, MD, PhD**
Dana-Farber Cancer Center
- Shigeki Miyamoto, PhD**
University of Wisconsin, Madison
- Jetze Tepe, PhD**
Michigan State University
- Qing Yi, MD, PhD**
M.D. Anderson Cancer Center
- Fenghuang Zhan, MD, PhD**
University of Arkansas for Medical Sciences

2008 Fellows Research Grants

- Abdel Kareem Azab, PhD**
Dana-Farber Cancer Institute
- Tsui-Fen Chou, PhD**
California Institute of Technology
- Alex Klimowicz, PhD**
University of Calgary
- Eva Martinez, PhD**
Northwestern University

- Rao Prabhala, PhD**
Boston VA Research Institute
- Wei Xiong, PhD**
University of Utah
- Eyal Zcharia, PhD**
Hadassah Medical Organization, Israel

Proteomics Initiative to Lead to Effective New Treatments

The MMRF advanced the basic science path of its research portfolio by awarding \$2.25 million to the University of Arkansas for Medical Sciences, Indiana University, and the University of Michigan through its cutting-edge Proteomics Initiative. The MMRF Proteomics Initiative brings together world-renowned proteomics experts with experts in the clinical and biological aspects of myeloma to identify new biomarkers in myeloma.

The MMRF Proteomics Initiative will identify proteins that are responsible for the onset and progression of myeloma, as well as patients' response to treatments. The identification of these proteins, also

known as biomarkers, is a critical first step in accelerating the discovery and development of new myeloma therapies.

“One of our primary aims is to understand, at the molecular level, why chemotherapy treatment is not as effective for a relapsing patient as it was during initial treatment,” said Rick Edmondson, PhD, University of Arkansas for Medical Sciences. “Understanding changes in protein expression could pave the way for more effective treatments at every stage of the disease.”

All data from the Proteomics Initiative will be shared and the findings will result in jointly authored publications.

Understanding Proteomics

A Q&A with Louise Perkins, PhD MMRF CSO



What is Proteomics?

Proteomics is the study of the quantity and type of proteins. Proteomics is an emerging area of study in multiple myeloma, where certain proteins are thought to play a role in the development and progression of the disease, as well as how a patient responds to treatments.

How is proteomics being applied to cancer research?

Researchers use proteomics technology to improve the diagnosis of cancer and to develop better treatments. Current proteomics research focuses on identifying proteins that may serve as biomarkers of early disease, response to therapy, or the likelihood of relapse after treatment.

Why is proteomics an important research focus in myeloma?

By studying how protein structure and function change when diseases such as multiple myeloma are present, researchers see potential for reaching a better understanding of disease, developing new targeted drugs, and tailoring therapies to a patient's individual needs.

How can I help advance the proteomics in myeloma?

Researchers need tissue samples from patients to conduct proteomics research. Patients can help advance the field of proteomics by contributing tissue samples for research.

Fall Institutional Insights Calendar

Our panel of leading myeloma experts will discuss the latest advances in multiple myeloma treatments and care.

Tampa, FL
Patient and Caregiver Symposium
Tuesday, November 11, 2008
10:30am – 2:00pm

LUNCH PROGRAM
Chair: Melissa Alsina, MD
H. Lee Moffitt Cancer Institute

Sheraton Tampa Riverwalk Hotel
200 North Ashley Drive, Tampa, FL

Register Now! www.themmr.org or call (203) 652-0219

Research Roundtable Accelerates Myeloma Drug Development

This summer, the MMRF held two exciting Research Roundtables. MMRF Research Roundtables are one of several innovative programs developed to ensure that better, more effective treatments are brought to patients as quickly as possible.

Held over the course of two days in Washington, D.C., these important events brought together leading experts from academia and the FDA with representatives from pharmaceutical and biotech companies to develop innovative solutions to obstacles slowing drug development. Kenneth C. Anderson, MD, Dana-Farber Cancer Institute, Richard Pazdur, MD, FACP, Center for Drug Evaluation and Research at the FDA, Susan L. Kelley, MD, MMRC, and Louise M. Perkins, PhD, MMRF, served as Event Co-Chairs.

The first day of the Roundtable, Accelerating Drug Development in Multiple Myeloma — A Workshop on Optimizing Development and Registration Strategies, brought more than 20 biotech companies with pipelines that include possible therapies for multiple myeloma together with the FDA to learn more about the MMRF and MMRC and our role in helping to bring new treatments to

market. Citing the MMRF and MMRC's success in working with biotech companies, participants developed strategies to facilitate clinical trials



Front row, L to R: Dr. Joan Levy; Dr. Louise Perkins; Dr. Anne Farrell; Dr. Ken Anderson; Sandra Wear, RN. Back row: L to R: Dr. Paul Richardson; Anne Quinn Young, MPH; Dr. Susan Kelley; Dr. Rick Pazdur

development and enrollment and to accelerate IRB approvals.

The second day of the Roundtable, Opportunities and Challenges in the Myeloma Drug Development Process, was a smaller meeting where participants fleshed out ways the MMRF and MMRC could implement solutions to drug development challenges to drive forward the drug development process.

“These roundtables are most important to small companies like Keryx Biopharmaceuticals in that

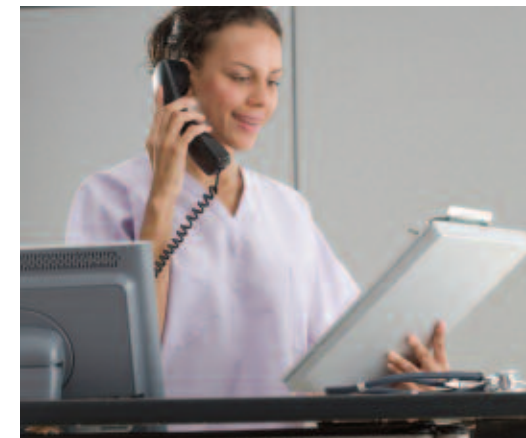
they bring the industry partners together — sponsors from all across the U.S. to discuss issues and opportunities as well as successes

that are impacting the development of their myeloma compounds. And bringing the FDA to this meeting adds an additional dimension to resources that we normally wouldn't have,” said Peter Sportelli, Director of Oncology Development, Keryx Biopharmaceuticals.

As a result of this important event, novel collaborations were built to bring patients the next generation of treatments.

Multiple Myeloma Patients

Find the trial that's right for you!



Call now to speak with our trained Clinical Trial Specialists.



You'll be guided through the process to find the right trial for you!

To learn about **Multiple Myeloma Clinical Trials**
Call 1-866-603-MMCT (-6628)

Or log on at www.myelomatrials.org

With so many clinical trials available, it is difficult to find the ones that are most appropriate for you. We are here to help. Our Clinical Trial Specialists will not only find the right trial for you, they can help facilitate your enrollment!



Helping Patients Understand Research Advances: MMRF Presents the Latest from ASCO

The MMRF is pleased to announce the latest and most exciting research findings presented at the 44th American Society of Clinical Oncology (ASCO) annual meeting held May 30 – June 3, 2008 in Chicago, Illinois.

Upfront Therapy

Front-line therapy for myeloma is rapidly evolving with the identification of highly active regimens based on novel agents such as Revlimid® (lenalidomide, Celgene), Velcade® (bortezomib, Millennium), and Thalomid® (thalidomide, Celgene).

Previously, data from a large Phase III trial in newly-diagnosed myeloma showed that Revlimid plus low-dose dexamethasone (dex) led to high two-year overall survival (88%), an improvement over Revlimid plus standard (high-dose) dex. A landmark analysis was performed to determine whether high survival rates were due to the therapy itself or to the large number of patients who went on to receive high-dose chemotherapy and stem cell transplant (SCT).

After four cycles of therapy, outcomes among patients who continued therapy were compared with those who went off therapy, some of whom went on to receive a transplant. Two-year survival rates were similar among patients who continued Revlimid plus low-dose dex and those who went on to transplant (see table below). Future randomized trials will help confirm this finding.

Landmark Analysis: E4A03 Revlimid Trial

Treatment after 4 cycles	2-year survival rate	
	Revlimid + low-dose dex	Revlimid + high-dose dex
Off therapy, then SCT (n=85)	92%	94%
Off therapy, no SCT (n=91)	69%	72%
Continue therapy (n=255)	93% (n=142)	94% (n=113)

Results of a Phase I/II trial of Revlimid, Velcade, and dex in newly-diagnosed myeloma show high response rates with the three-drug combination. In the 66 evaluable patients, 98% of patients achieved a partial response or better and toxicities were manageable.

A number of trials are evaluating the impact of novel therapies when used as induction therapy prior to stem cell transplant. Several Velcade-based regimens have demonstrated high complete response rates including:

- Velcade, Doxil® (pegylated liposomal doxorubicin, Ortho Biotech), and dex (PAD)
- Cyclophosphamide, Velcade, and dex (CyBorD)

These promising results in the upfront setting have led to a number of planned trials that will help develop a new standard of care for newly-diagnosed myeloma.

Treating Relapsed/Refractory Disease

Now more than ever, patients with relapsed/refractory disease have a number of available treatment options. Long-term results from two Revlimid trials show the agent to be effective and durable as monotherapy for heavily pretreated patients with relapsed/refractory disease, offering an option for patients who cannot tolerate, or who may not need, combination therapy.

Genetics/Prognostic Factors

Our knowledge in the area of myeloma genetics continues to evolve. A number of genetic markers have been associated with higher risk and poorer outcome, including various chromosome rearrangements and chromosome 13 deletion. However, these associations were made using earlier conventional therapies, so the prognostic value of these markers in the context of newer regimens that include novel therapies has yet to be evaluated and confirmed. For example, recent trials have shown that

Velcade and Revlimid are effective in patients who have some of these high-risk genetic features, so how we define high-risk disease may change in the future.

New markers for high-risk disease are being identified. Examples of these include deletion of chromosome arm 12p and addition of chromosome 5. In addition, studies of gene expression in malignant plasma cells are leading to a greater understanding of the disease process and helping to identify specific targets for new therapies.

Novel Therapies

A number of new therapies with novel mechanisms of action are in various stages of clinical testing in myeloma. Some of the most promising agents

are summarized in the table below. We are hopeful that these agents may further improve on existing therapies.

Promising Novel Agents in Myeloma

Agent	Phase	Description
PD 0332991 (Pfizer)	II	Kinase inhibitor that overcomes drug resistance; acts synergistically with Velcade
Zolinza® (vorinostat, SAHA; Merck)	I/II	Histone deacetylase inhibitor that has shown promising activity in combination with Velcade, including in patients who did not respond to Velcade alone
CNT0328 (Centocor)	II	Monoclonal antibody directed against a growth factor for myeloma cells (interleukin-6) being evaluated in combination with Velcade

- In one trial, a 30% complete response rate was achieved, responses lasted about 1 year.
- In the other trial, a number of patients who responded to Revlimid with or without dex had their disease controlled for at least four years with continued treatment.

The combination of Revlimid, Velcade, and dex was shown to be effective in relapsed/refractory disease prior to it being tested in the front-line setting. Results of a Phase II study show that 58% of patients responded to this combination with a partial response or better. Toxicity was manageable, with low blood cell counts being the most common severe side effect seen.

Analysis from a number of studies of patients with relapsed/refractory disease suggests that novel agents can be safely used as part of combination therapy in patients with renal impairment.

- Revlimid-dex was shown to be effective regardless of kidney status, and renal function improved on therapy in the majority of patients with borderline renal function.
- Similarly, the combination of Velcade and Doxil was effective regardless of kidney function, and renal function improved in the patients who responded to therapy.

Forbes, Time Highlight MMRF's Progress in Bringing New Treatments to Patients

The Multiple Myeloma Research Foundation (MMRF) was featured in the Sept. 15 issue of *Forbes* magazine in the article, "Patient Power". The article draws attention to the MMRF's success at jump-starting and funding research, gaining power and influence within the biotech and pharmaceutical industries, and helping to get therapies to market faster.

The MMRF was also featured in the Sept. 4 issue of *Time* magazine in the article, "He Won His Battle With Cancer". The article draws attention to the MMRF as a new model to develop better, more effective treatments and, ultimately, find a cure.

"The Multiple Myeloma Research Foundation has used a pay-for-results funding model that has more to do with Silicon Valley than Big Pharma to support research that in four years got four new treatments to patients—Thalomid, Velcade, Revlimid and Doxil," writes Bill Saporito.

To read these articles, visit www.themmrff.org.

Forbes **TIME**

Stay up-to-date on the latest research advances and clinical trials we are supporting.

Give us your email address!

By registering your email address with us and accepting email instead of postal mail, we will save money on paper, printing, and postage and put your donation to work finding a cure.

Register your email today at www.themmrff.org.

Velcade Approved for Use in Untreated Patients

The MMRF is pleased to announce the FDA approval of Velcade (bortezomib) for injection for patients with previously untreated multiple myeloma. Velcade had already been approved for use in patients who had received one or more prior therapies, so this new approval expands the benefits of Velcade to a wider range of myeloma patients.

The approval was based on the results of the VISTA trial, an international multicenter study that included 682 symptomatic, previously untreated myeloma patients. A total of 338 patients received melphalan and prednisone (MP), previously considered

the standard of care for patients not eligible for high-dose chemotherapy and stem cell transplantation. The remaining 344 patients received the combination of Velcade plus MP.

The addition of Velcade to MP resulted in significant improvement in time-to-disease progression (TTP) over MP alone, which was the primary endpoint of the trial. TTP was 21 months with Velcade-MP compared with 15 months with MP. Other endpoints in the trial—overall survival, progression-free survival, and response rate—were also significantly improved in patients

treated with Velcade-MP compared with MP alone.

The side effect profile of Velcade-MP is consistent with the known safety profiles of both Velcade and MP.

The MMRF applauds Millennium Pharmaceutical's ongoing commitment to multiple myeloma patients, and is proud to have partnered with the company to support ongoing research and clinical trials, provide ongoing educational programs for patients and healthcare providers, and accelerate accrual to critical clinical trials for the past seven years.

50th ASH Annual Meeting

Moscone Convention Center

San Francisco, CA • December 6-9, 2008

Friday, Dec. 6th

6:00pm - 10:00pm

"Debating the Key Clinical Questions for the Management of Patients with Multiple Myeloma"

For CME

Moscone Center West

Level 3, Room 3009

SPEAKERS

Kenneth Anderson, MD

Dana-Farber Cancer Institute, Boston, MA

Sundar Jagannath, MD

St. Vincent's Comprehensive Cancer Center, New York, NY

William Bensinger, MD

Fred Hutchinson Cancer Research Center, Seattle, WA

Sagar Lonial, MD

Emory University School of Medicine, Atlanta, GA

Paul Richardson, MD

Dana-Farber Cancer Institute, Boston, MA

Register Now! www.themmrff.org

Chicago Dinner Raises \$750,000 for Myeloma Research

More than 500 corporate leaders and guests gathered for the seventh annual Chicago Awards Dinner, helping to raise over \$750,000 for myeloma research. The business dinner event highlighted the importance of collaboration and community in the MMRF's efforts to break down barriers slowing drug development and advance the next treatment breakthrough.

Actress and singer Diahann Carroll

received the Spirit of Hope Award and shared the inspirational story of her own journey as a cancer survivor. Actress and comedienne **Bonnie Hunt** once again brought her warmth and wit as Mistress of Ceremonies. Executive Vice President of Northern Trust Corporation, **Connie L. Lindsey**, whose husband John is battling multiple myeloma, served as event corporate chair.



Mistress of Ceremonies Bonnie Hunt



Jim Moriarty (far R) and friends

MMRF Events

Help Us Advance a Cure. Get Involved Today!

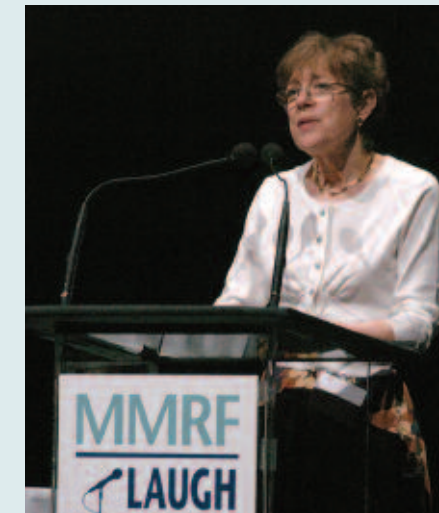
To learn about the many ways you can support MMRF Events, visit www.themmr.org and select the Events Tab or email us at events@themmr.org.

Laugh for Life Raises \$550,000 for Myeloma Research

The sixth annual Laugh for Life, created by sisters, Sue Korn, Cindi Stern, and Carol Goldschein, raised more than \$550,000 for myeloma research, with more than 550 guests.

The sold-out event was hosted once again by Paul Mercurio and featured comedians Pete Dominick, Ted Alexandro, Andrew Kennedy, and Dan Naturman.

The Spirit of Hope Award was presented to Carol Goldschein, whose diagnosis provided the original inspiration for Laugh for Life, and Alan Kalter, announcer for the Late Show with David Letterman, was an honored guest. A special award was presented to Marcia Zisselman and family for their outstanding contributions to the event.



Spirit of Hope Award honoree Carol Goldschein

The MMRF extends a special thank you to Carol and Steve Goldschein, Celgene Corporation, and TowerBrook Capital Partners for their leadership gifts.



October 4, 2008
PHILADELPHIA

October 26, 2008
ATLANTA

November 9, 2008
WASHINGTON, DC

Contact Amelia Lewis, Race Manager, at lewisa@themmr.org to participate in future Race for Research walk/run events.

MMRF Race for Research – San Francisco Raises \$315,000 for Myeloma Research

More than 1,300 walkers and runners helped raise \$315,000 for myeloma research at the MMRF Race for Research – San Francisco.

Congratulations to the top fundraiser, **Jack Aiello**, who raised over \$29,000, and the top fundraising team, **Team Sanjana**, which raised over \$11,000.

Dr. Jeffrey Wolf of UCSF and **Tom Meschery** of the San Francisco Warriors served as co-chairs and **Kosan** and **PDL** sponsored the event.



Team Jockers enjoying beautiful weather at the San Francisco race



Local sponsor Proteolix supported the race with a festive team



Dr. Paul Richardson and Deborah Dunsire with New England Patriots' Pierre Woods

MMRF Race for Research – Boston Raises Over \$350,000 for Myeloma Research

The MMRF Race for Research – Boston raised more than \$350,000 for myeloma research, with more than 1,000 participants. Congratulations to Team Orbotech, the top fundraising team, which raised over \$25,000, and to Paul Carter, the top individual fundraiser, who raised over \$25,000. Dr. Deborah Dunsire, President and CEO of Millennium Pharmaceuticals, and Dr. Paul Richardson of Dana-Farber Cancer Institute served as co-chairs and Millennium Pharmaceuticals sponsored the event.

26.2
Miles...
One
Goal.

NEW! MMRF Charity Marathon Program

To participate visit:
www.mmrfmarathon.org



Rebecca Lobo, Chris Russo, Alan Kalter, and Congressman Shays

MMRF Race for Research – Tri-State Raises \$300,000 for Myeloma Research

More than 1,000 runners and walkers from Connecticut, New York, and New Jersey helped raise \$300,000 for myeloma research at the MMRF Race for Research – Tri-State. Congratulations to the top fundraising team, Team Nana Baum, which raised over \$35,000, and the top individual fundraiser, Tova Epstein, who raised over \$14,000. Congressman Christopher Shays, Chris “Mad Dog” Russo and former WNBA star and Olympic Gold Medalist Rebecca Lobo chaired the event.

MMRF Welcomes Frederick Joseph to Board of Directors

Frederick Joseph, an investment banker for 45 years, is managing director of Morgan Joseph & Co. He discovered the Multiple Myeloma Research Foundation (MMRF) after being diagnosed with multiple myeloma in 2004, and joined the MMRF Board of Directors in 2008.



Frederick was impressed by the MMRF’s effectiveness at promoting groundbreaking work and cooperation among institutions. “The minute I started to try to learn about myeloma, all the arrows pointed to the MMRF in terms of the work they were doing to develop new drugs and to educate people,” he said.

“The MMRF can be a model for research and education foundations,” Frederick noted. “Its breakthrough thinking is applicable to most other kinds of cancer and medical research. Breaking down the understandable but very aggravating walls in the medical profession is critically important.”

“Fred has long been an enthusiastic supporter of the MMRF,” says founder and CEO Kathy Giusti. “He is committed to aiding us in our mission of bringing effective new therapies to patients as quickly as possible. We’re delighted that he has chosen to bring his energy and his wealth of experience to the MMRF Board of Directors.”

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DESIGN/PRODUCTION

Fairbrother & Company

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The information herein is not intended to replace the services of trained health professionals (or to be a substitute for medical advice). You are advised to consult with your healthcare professional with regard to matters relating to your health, and in particular regarding matters which may require diagnosis or medical attention.



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MMR-102 R 10/7 12:25 pm

Chicago Awards Dinner Raises \$750,000 for Myeloma Research (see page 16)



Vice Chairs & Corporate Chair, with the evening's special guests, from L to R: Brian Feltzin, Robert DeBaun, Lester Knight, Diahann Carroll, Connie L. Lindsey, Bonnie Hunt, and Joe Damico