

ASCO Satellite Symposium
A Clarity Foundation Educational Event
2012 Sponsorship Summary

Clarity's educational event at the 2011 ASCO drew a standing room-only crowd of over 75 attendees who gathered at theWit Hotel to hear an expert panel presentation on "Accelerating Progress Toward Individualized Treatment for Ovarian Cancer." The event featured speakers Beth Y. Karlan, MD, Ursula A. Matulonis, MD, and J. Tate Thigpen, MD and was sponsored with generous support from Abbott, sanofi-aventis and Nektar.

We are seeking sponsorships for a similar educational event to be held at the 2012 ASCO conference.

Tentative Event Details

Proposed Agenda

6:30 – 7:15: Cocktails, hors d'oeuvres and networking

7:15 – 8:00: Speaker presentations

8:00 – 8:30: Networking

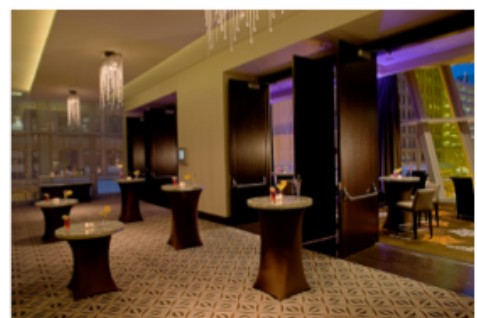
Proposed Venue

TheWit Hotel Chicago

Churchill room and reception

Capacity = 75

Past Sponsors:



**Speakers for 2011 ASCO Educational Symposium
“Accelerating Progress Toward Individualized Treatment for Ovarian Cancer”**

Dr. Beth Karlan (Cedars Sinai)

Beth Y. Karlan, MD is Director of the Women's Cancer Research Institute, the Division of Gynecologic Oncology in the Department of Obstetrics and Gynecology and the Gilda Radner Hereditary Cancer Detection Program and the holder of the Board of Governors' Endowed Chair in Gynecologic Oncology. Dr. Karlan also is Professor of Obstetrics and Gynecology at the Geffen School of Medicine at the University of California, Los Angeles (UCLA). Board certified in obstetrics and gynecology and in gynecologic oncology, Dr. Karlan has been awarded research grants from such groups as the Department of Defense, National Institutes of Health and the American Cancer Society. Her research interests include the genetic definition and phenotypic determinants of human ovarian carcinomas, molecular biomarker discovery and inherited cancer susceptibility. Dr. Karlan has written over 100 articles, many published in peer-reviewed publications, such as Gynecologic Oncology, Cancer, Journal of Clinical Oncology, Cancer Research and Clinical Cancer Research. She also serves as an Editorial Board Member for Obstetrics and Gynecology, Journal of Clinical Oncology and Gynecologic Oncology.

Dr. Tate Thigpen (University of Mississippi)

Dr. Thigpen is a professor of medicine and director, division of medical oncology, department of internal medicine, at the University of Mississippi Medical Center, Jackson, Mississippi. Dr. Thigpen received both his undergraduate degree in chemistry and his medical degree from the University of Mississippi. He completed his internship at the Strong Memorial Hospital, University of Rochester, Rochester, New York, and his residency at the University of Mississippi School of Medicine. His certifications include Diplomate, American Board of Internal Medicine (ABIM), as well as hematology and oncology subspecialty certifications from the ABIM.

Dr. Ursula Matulonis (Dana Farber)

Ursula A. Matulonis, MD is an Assistant Professor of Medicine at Harvard Medical School and the Medical Director and Program Leader of the Medical Gynecologic Oncology Program at Dana-Farber Cancer Institute in Boston, Massachusetts. Her research is focused on targeted therapies for gynecologic malignancies, and she is the Principal Investigator of several clinical trials as well as translational studies for ovarian cancer.

Annual Sponsorship Levels for Series (3 Events)

Gold Sponsor \$10,000

- Six foot display table at event
- Recognition in promotional materials (email invitations and website)
- Logo in program handouts and displayed at registration table

Silver Sponsor \$5,000

- Recognition in promotional materials (email invitations and website)
- Logo in program handouts and displayed at registration table

A portion of sponsorship will be considered a tax-deductible donation to The Clarity Foundation, a 501(c)(3) organization. We appreciate your support of this forum for advancing personalized medicine.

Sincerely,



Laura K. Shawver, Ph.D.
Founder and Chair
The Clarity Foundation



Wendy Johnson
Clarity Foundation Board Member
Founder & CEO, Aires Pharmaceuticals



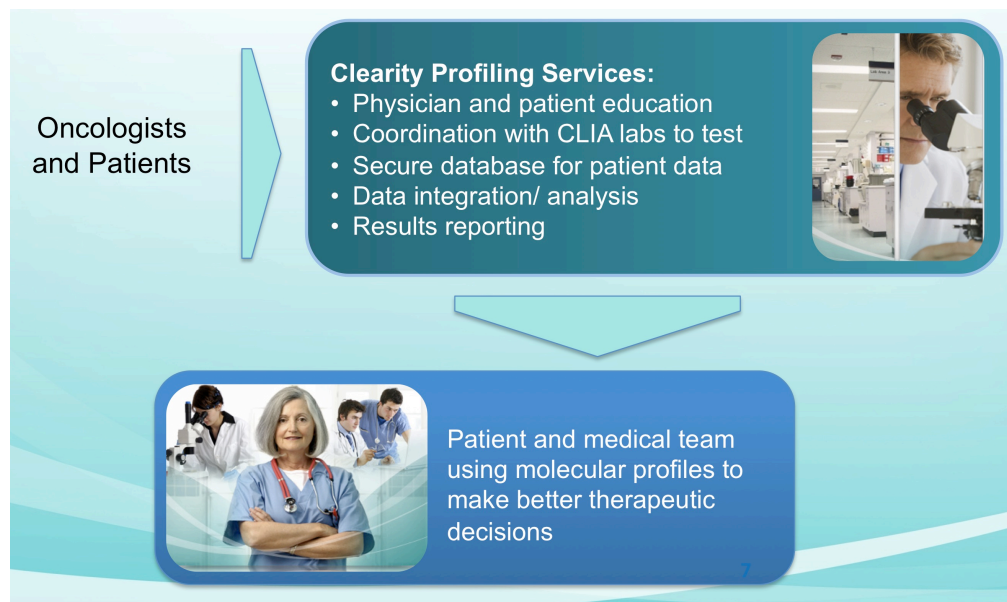
David Nelson, Ph.D.
Clarity Foundation Board Member
President and CEO, Epic Sciences

Mission and Approach

The Clarity Foundation is the only foundation in America dedicated to improving therapeutic options for women with ovarian cancer now. We believe we are the first organization making personalized medicine a reality for women with this disease. We do this using molecular profiling technology to analyze a patient's tumor coupled with Clarity's Diane Barton Database to determine which drugs are most likely to be effective. By improving the information used in making treatment decisions, our goal is for women with ovarian cancer to live longer, healthier lives.

Ovarian cancer tumors are very different from patient to patient, which means they are likely to respond differently to FDA approved and investigational drugs. By identifying the alterations in each tumor's information pathways, molecular profiling enables the individualization of a patient's treatment by matching those tumor alterations with one or more drugs.

The Clarity Foundation has developed a process for generating this personalized diagnostic information using commercially-available molecular profiling technologies and then analyzing the results using its Diane Barton Database. Armed with this analysis, patients are able to work with their medical teams to make better-informed treatment decisions.



Impact on Patients' Lives

"As a person with a recurrence, the timing of the profiling could not have been more critical. The reports that were provided changed the course of my treatment and I know will change my overall survival. The Clarity Foundation is a critical piece that can change outcomes for ovarian cancer patients."

– Joanie T., Clarity Patient

