



Powerful Thinking Advances the CureSM



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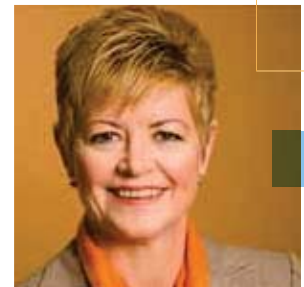
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MMRF **PERSONALIZED** MEDICINE INITIATIVE AIMS TO TRANSFORM MULTIPLE MYELOMA TREATMENT

This Fall the MMRF announced the launch of a landmark program that opens new frontiers in the field of multiple myeloma research and aims to change the way multiple myeloma patients are treated—the MMRF Personalized Medicine Initiative. Personalized medicine is the process by which treatment is tailored to a patient’s risk, ensuring that patients receive the right drug for them at the right time in their disease.

“Having new options of therapy is so critical for patients with multiple myeloma. So far this disease is not cured. And until it is, we need new therapies to be able to give patients a chance at that increased survival time, that longer life and, ultimately, those new medicines,” said Deborah Dunsire, M.D., President and CEO of Millennium, the first pharmaceutical company to join the MMRF in advancing the Personalized Medicine Initiative.



*Deborah Dunsire, M.D.
President and CEO, Millennium*

At the heart of the MMRF Personalized Medicine Initiative is a groundbreaking study called CoMMpass (Relating Clinical Outcomes in MM to Personal Assessment of Genetic Profile)—the first and largest study of its kind to follow at least 1,000 newly diagnosed patients for a period of five years to vastly improve our understanding of multiple myeloma.

“Understanding the molecular features of multiple myeloma will help us better understand what makes the disease behave differently in some patients and why some patients respond to some treatments but not others,” said Kathy Giusti, Founder and CEO of the MMRF and a multiple myeloma patient. “This will help us begin to match patients with the right treatments or combination of treatments for them—creating a personal treatment strategy that is more likely to fight the disease.”

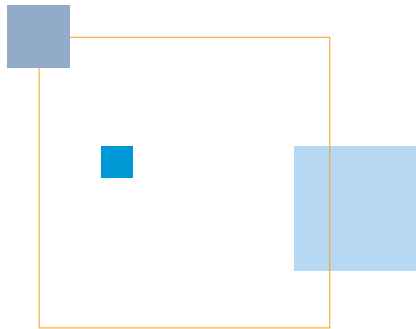


*Kathy Giusti
Founder and CEO, MMRF*

Accredited by:



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DEAR FRIENDS:

2011 has been quite a year at the MMRF and for multiple myeloma patients everywhere. As you'll read in the pages to follow, we have been working harder than ever to make sure patients have the treatments they need when they need them most—and the progress we're making speaks for itself.

But, as a patient myself, I know firsthand that no treatment works for all patients, nor does anything work forever. That's why, in addition to supporting the development of drugs like carfilzomib and others in MMRC clinical trials, we are also studying multiple myeloma at its most basic level through the CoMMpass Study, a cornerstone of our cutting-edge Personalized Medicine Initiative. Over time, findings from CoMMpass will help us develop transformative new treatments to extend lives and lead to a cure for the disease.

I look forward to sharing updates on CoMMpass, as well as other initiatives your support makes possible, in the months to come. Until then, I wish you the very best.

Warm regards,

Kathy Jurts

MMRF, ONYX PARTNER TO BRING PATIENTS NEW TREATMENTS

The MMRF has partnered with Onyx Pharmaceuticals to bring carfilzomib to patients through an Expanded Access Program called Carfilzomib Myeloma Access Program (C-MAP). Under an Expanded Access Program, the U.S. Food and Drug Administration (FDA) allows patients with no remaining available treatment options to try a promising drug before it is widely available.

Carfilzomib is a next-generation proteasome inhibitor (the same class of drug as Velcade®). Approximately 40 centers across the United States will enroll

patients in C-MAP, including member institutions of the Multiple Myeloma Research Consortium (MMRC).

James R. Berenson, M.D., Medical and Scientific Director at the Institute for Myeloma and Bone Cancer Research in West Hollywood, CA, runs the first practice to enroll patients in C-MAP.

Q&A with Dr. Berenson Why is C-MAP important?

C-MAP provides eligible patients with another option for treating their disease, and the more options patients have, the better. I like to say that the treatment of myeloma is a marathon, not a sprint.



With C-MAP, we have the opportunity to give patients access to a drug that looks promising in the treatment of myeloma, but has not yet been approved by the U.S. Food and Drug Administration (FDA). Carfilzomib appears to be active based on results of clinical trials to date, and I have seen encouraging activity in my own experience treating myeloma patients in clinical trials with carfilzomib.

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EIGHT MMRF-SUPPORTED DRUGS IN LAST PHASE OF CLINICAL DEVELOPMENT

While usually only a fraction of new cancer drugs make it into Phase III clinical trials – the last step of clinical testing – eight drugs which the MMRC and MMRF have supported at various junctures of drug development have already moved forward to Phase III studies (see chart at right). These trials offer patients, particularly those whose disease no longer responds to available treatments, potential lifesaving treatment options before they are approved by the FDA.

We work in partnership with academic cancer centers and the pharmaceutical and biotech industries who are just as committed as we are to developing new treatments for myeloma. Together we identify promising drug leads that we believe show the immediate potential in extending patients' lives. Your donations enable us to fund research in its earliest stage when funding means the difference between a promising new

TRIALS IN PHASE III

Drug	Patient Type
Zolinza®	Relapsed or Refractory
Perifosine	Relapsed or Refractory
Panobinostat	Relapsed
Carfilzomib	Relapsed
Aplidin	Relapsed or Relapsed and Refractory
Pomalidomide	Relapsed or Relapsed and Refractory
Elotuzumab	Relapsed or Refractory; Newly Diagnosed
Siltuximab	Relapsed or Refractory

drug moving into Phase I trials where patients can receive treatment or being shelved for lack of resources.

We work with these partners to rapidly move drugs through Phase I, Phase II and, eventually, Phase III clinical trials where a large number of patients can receive treatment. The focus is on clearing the pathway – from grant-funding to assistance enrolling patients into clinical

trials – to shave time off the drug development process and bring patients the treatments they need – faster.

We recently helped make one new drug, carfilzomib, available to patients with no remaining options before it is widely available (see page 2). We expect that carfilzomib and two other MMRF-funded drugs currently in Phase III clinical trials will be FDA-approved by 2013.

MMRF LAUNCHES FFWD2MMCURE

Our team at the MMRF has one focused goal: bringing better, more effective treatments to patients. Your support of Fast Forward To a Multiple Myeloma Cure (FFWD2MMCURE) will get us there – faster.

FFWD2MMCURE is an aggressive fundraising initiative that boldly aims to raise \$5 million by year end. We cannot do it without your support.

We need your donation to FFWD2MMCURE today to fuel

game-changing research that has the greatest potential to extend patients' lives:

- Clinical trials where patients who have run out of options can immediately receive treatment
- High-impact research grants that bridge critical funding gaps and ensure that no good drug is shelved for lack of funding
- Basic science research that will lead to the development of personalized treatments for multiple myeloma patients



Your support of FFWD2MMCURE is the only guarantee that we will build upon this momentum to bring patients the treatments they so urgently need.

Make a donation to FFWD2MMCURE today at www.themmr.org/donate

PERSONALIZED MEDICINE INITIATIVE AIMS TO TRANSFORM MULTIPLE MYELOMA TREATMENT

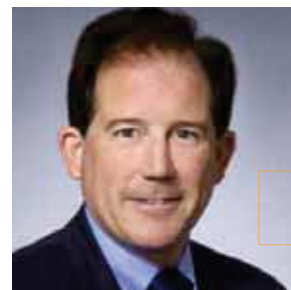
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By studying the molecular features of patients' disease through frequent tissue sample profiling and then linking that information to patients' health information, researchers hope to predict disease progression and response to treatment based on patients' genomic or molecular profiles. Eventually, this will enable physicians to plot individualized treatment paths that leverage knowledge about which treatment regimens are most likely to be effective.

CoMMpass is led by the MMRF and in partnership with academic centers, community hospitals and industry. Six world-class centers – Virginia Cancer Specialists in Fairfax, VA; John Theurer

Cancer Center at Hackensack University Medical Center in Hackensack, NJ; Waverly Hematology Oncology in Cary, NC; Mount Sinai School of Medicine in New York, NY; Baylor Charles A. Sammons Cancer Center in Dallas, TX; and the University of Chicago in Chicago, IL – are already enrolling patients in CoMMpass.

“While solid advances have been made in recent years in multiple myeloma drug development, patients unfortunately still have relatively few treatment options, especially when it comes to those who have relapsed or whose disease is refractory to available drugs,” said Gregory Orloff, M.D., of Virginia Cancer Specialists. “We hope that the



*Gregory Orloff, M.D.,
Virginia Cancer Specialists*

new drugs developed from outputs of this initiative will notably improve the outlook for these patients.”

Newly diagnosed patients, to learn if you are eligible to enroll, please call 1.866.776.3783.

MMRF, ONYX PARTNER TO BRING PATIENTS NEW TREATMENTS

Continued from page two

How does C-MAP, as an expanded access program, differ from a clinical trial?

An expanded access program, such as C-MAP, is the use of an investigational drug outside of a “traditional” clinical trial. The main purpose of an expanded access program is to treat patients with serious or life-threatening diseases who have no acceptable medical options. This is different from the primary goal of a clinical trial, which is to determine if a drug is safe and effective for a specific illness.

What do you see as the future of treatment for myeloma patients?

There have been tremendous advances in the treatment of myeloma in the last ten years. There are many more options available to patients today, and it is also very encouraging to see so many promising myeloma treatment options move closer to the approval stage.

To find out if you are eligible for C-MAP, speak to your doctor or call Onyx Medical Information at 1.877.ONYX.1.2.1 (1.877.669.9121).

MMRF RESEARCH AWARDS FUND PROGRESS

The MMRF takes an all-front approach to funding high-impact multiple myeloma research. In addition to funding industry through the MMRF Biotech Investment Awards and MMRF Clinical Fund, we award significant funding to academic researchers worldwide. These awards are vitally important to fueling high-priority myeloma research, aiming to rapidly develop effective new treatments for patients.

In 2011, the MMRF awarded 15 high-impact Senior Research Awards and MMRF Fellows Awards to investigators at 12 academic institutions to accelerate the development of next-generation treatments. By providing an upfront investment in early clinical trials when the development of a new treatment is in its earliest stages and most risky, the MMRF is helping to ensure that no promising drug is stalled for lack of resources.

MMRF SENIOR RESEARCH AWARDS

The MMRF awarded Senior Research Awards, totaling \$1.6 million, to eight of the world's most innovative multiple myeloma researchers. These grants, which fund both basic science and pre-clinical research, focus on accelerating the development of novel treatment

approaches for multiple myeloma. "MMRF funding will allow our lab to study and better understand a genetic abnormality called t(4;14), present in about 15 percent of patients with multiple myeloma, that is known to make the disease more aggressive and harder to treat," said Dr. Michael Tomasson, M.D., Associate Professor of Medicine and Genetics at Washington University School of Medicine and a recipient of the 2011 MMRF Senior Research Award. "Eventually, this knowledge will help us develop better treatments for patients with this type of multiple myeloma."

MMRF FELLOWS AWARDS

The MMRF awarded seven Research Fellow Awards, totaling \$525,000, to talented young researchers working under the supervision of a researcher. Several former MMRF Fellows have remained in the myeloma field and are now recognized as distinguished scientific experts in myeloma and have received subsequent funding through various granting agencies.

Congratulations to all 2011 grantees. The MMRF thanks corporate supporters Amgen, Millennium, Celgene, Genentech, Pfizer and Bristol Myers Squibb.

LEAD THE WAY TO FUTURE MOMENTUM

Thanks to the thoughtful generosity of our supporters, the MMRF continues to make incredible progress against multiple myeloma. One of the most meaningful and significant ways to support us in our mission is to make a planned gift to the MMRF.

There are many ways to include the MMRF in an estate plan, and a planned gift can be designed to maximize tax benefits while also achieving personal philanthropic goals.

To learn more about planned giving, visit www.themmr.org/plannedgiving



GENOMICS INITIATIVE DATA PUBLISHED IN NATURE

The prestigious journal *Nature* published findings from the MMRF-funded Multiple Myeloma Genomics Initiative's analysis of 38 multiple myeloma genome sequences—the largest such data set ever published on multiple myeloma. By studying a large number of tissue samples in the MMRC Tissue Bank, researchers were able to uncover never-before-known links between multiple myeloma and important molecular targets—dramatically improving our understanding of the basic biology of the disease and laying the groundwork for the development of personalized medicine.

“We now know that Multiple myeloma has several sub-types, each of which has different genetic abnormalities that add complexity to the disease. The Genomic Initiative has begun to pinpoint these alterations as the first step in matching an individual with treatments that directly target their disease uniquely,” explains Louise M. Perkins, PhD, Chief Scientific Officer of the MMRF.

One target in particular, a mutated gene known as BRAF, could have a near-immediate impact for patients because drugs against this target have already shown promise in treating melanoma. This finding underscores the critical role that our Genomics Initiative and other large-scale cancer genome sequencing



Todd Golub, M.D., Director of the Eli and Edythe L. Broad Institute of Harvard and MIT

can play in identifying cancer-driving alterations that exist across many forms of the disease and in advancing entirely new directions into cancer research.

“The vast majority of the discoveries highlighted in the *Nature* paper would not have been possible by sequencing only a single multiple myeloma genome, underscoring the vital role that this Initiative is playing in elucidating the processes involved in multiple myeloma,” said Todd Golub, M.D., Director of the Eli and Edythe L. Broad Institute of Harvard and MIT and principal author on the study. “These findings are a testament to the vision and effectiveness of the MMRF's efforts in genomics and personalized medicine, which have rapidly advanced to become an invaluable resource to the broad scientific community.”

This publication is a landmark milestone for the Initiative, first launched in 2005 by the MMRF to identify

genes and molecular pathways that play a role in the onset and progression of myeloma and determine which patients will respond to which treatments. It is a testament to our partners at the Broad Institute and Translational Genomics Research Institute, our clinical partners in the MMRF, the patients who generously donated tissue samples to the MMRC Tissue Bank, and MMRF donors, whose generosity moved this research forward.

“Our vision is that upon diagnosis, patients will have access to a range of treatments, chosen based on individualized insights from a patient's molecular profile. The *Nature* publication is an important step toward that goal, and a foundation upon which the scientific community can build to help improve the treatment of patients with multiple myeloma and other cancers,” said Kathy Giusti, Founder and CEO of the MMRF and MMRC, and a multiple myeloma patient.

In addition, a commentary on the MMRF's strategy to accelerate drug discovery through genomics was featured in the April edition of *Science Translational Medicine*.

MMRF PURSUES EMERGING FIELD OF EPIGENETICS

Scientists have long understood that cancer is caused by a series of genetic changes. These genetic changes, also called genetic mutations, transform a healthy cell into a cancerous cell that rapidly and uncontrollably divides and

Earlier this year, the MMRF convened one of its most innovative Research Roundtables to date: “Advancing the Field of Epigenetics in Multiple Myeloma to Identify New Targets and Therapeutics.” This exclusive meeting-of-the-

epigenetic targets emerging from the findings of genomic studies. In addition, the MMRF has provided funding to academic researchers to further our understanding of epigenetic targets and processes in myeloma.



multiplies. But genetic mutations are not the only changes that cause multiple myeloma and other cancers to develop.

Recent studies of the cancer genome have revealed a constellation of abnormalities, in addition to genetic mutations, that contribute to cancer. One kind of variation that is especially interesting to scientists is epigenetic changes because they have been linked to several forms of cancer, including multiple myeloma.

Epigenetics is an emerging field of research focused on molecular processes that regulate gene function. Unlike genetic mutations, which alter genes in a cell’s genetic code, epigenetic changes do not directly damage or modify a cell’s DNA. Instead, they indirectly alter how a gene or group of genes behave, causing multiple myeloma to progress.

minds brought together experts from industry and academia to discuss how knowledge from epigenetic studies could be used to develop effective new treatments for multiple myeloma.

“Epigenetic studies will yield information about potential targets for which new drugs can be developed and, coupled with our growing knowledge of genomic mutations, pave the way for more personalized cancer treatments,” said Joan Levy, PhD, Director of Translational Research at the MMRF.

The Multiple Myeloma Genomics Initiative also identified alterations in additional epigenetic targets that may play a role in the onset and development of the disease. In 2010, the MMRF funded two Biotech Investment Awards to support drug discovery for novel

Building off the MMRF’s investment to date in the science of epigenetics, this Roundtable inspired a phenomenal level of discourse and engagement in future efforts in pioneering this new research front. The event will lead to the development of a major multi-institutional, collaborative initiative focused on characterizing epigenetic changes and targets in multiple myeloma.

MYELOMA DRUGS TARGETING EPIGENETIC CHANGES

Epigenetic changes play a role in the development and progression of different cancers including multiple myeloma. Enzymes such as HDAC that cause these changes prevent the activation of genes that control normal cell activity.

Drugs that target HDAC, like Zolinza, the first HDAC inhibitor approved by the FDA, and panobinostat show promise in treating patients with multiple myeloma, particularly when given in combination with other treatments. Both Zolinza and panobinostat were studied in MMRC clinical trials in multiple myeloma.

UPDATES FROM IMW AND ASCO

The MMRF is pleased to share with you highlights of key data presented at the XIIIth International Myeloma Workshop in Paris in May and the American Society of Clinical Oncology (ASCO) Annual Meeting in Chicago in June.

A recent interview cosponsored by the MMRF, cancereducation.com and the Postgraduate Institute for Medicine, discussed the potential impacts of these data on patient care with Rafael Fonseca, M.D. from the Mayo Clinic in Scottsdale, AZ, and G. David Roodman, M.D., PhD from the Indiana University Simon Cancer Center in Indianapolis, IN.



FIRST LINE AND STEM CELL TRANSPLANT THERAPY

What have we learned about the use of Velcade as frontline therapy?

A number of studies affirm the benefits of using Velcade (bortezomib, Millennium) as initial therapy for transplant ineligible patients, particularly to overcome various risk factors, as well as a demonstration of reduced peripheral neuropathy with weekly dosing.

In a subanalysis of the Phase IIIb UPFRONT trial evaluating Velcade-based induction and maintenance in newly diagnosed, transplant-ineligible myeloma patients showed that Velcade-based regimens were effective regardless of gender, race, comorbidity status and ISS stage. The study evaluated Velcade-dexamethasone (dex), Velcade-Thalomid (thalidomide),

Celgene)-dex, and Velcade-melphalan-prednisone induction followed by weekly Velcade maintenance. Patients under the age of 75 experienced fewer side effects and had a higher likelihood of achieving a very good partial response or better.

Discussing this subanalysis, Dr. Fonseca remarked that “this trial has clearly paved the way for innovative ways to approach this group of patients.” Dr. Roodman pointed out that this new data may impact treatment decisions for patients both over and less than 75 years of age.

Preliminary results of an ongoing Phase II study show that once-weekly Velcade dosing in combination with dex provides efficacy that is comparable to that achieved with twice-weekly dosing in elderly patients with newly diagnosed myeloma. In addition, weekly Velcade appeared to reduce the incidence of peripheral neuropathy.

When queried about whether this could be a new standard way of using Velcade, Dr. Fonseca replied that, “In my personal opinion, it should be.”

What have we learned about the use of Revlimid as maintenance therapy?

Recently updated results of three Phase III studies found that maintenance therapy with Revlimid increased survival. The studies included:

- An international trial (MM-015) comparing melphalan-prednisone (MP), MPR or MPR followed by Revlimid maintenance (MPR-R)
- CALGB 100104, which evaluated Revlimid maintenance following autologous stem cell transplant (ASCT)
- IFM 0502, which evaluated Revlimid maintenance following ASCT and Revlimid consolidation

For example, in MM-015, Revlimid maintenance significantly delayed disease progression in newly diagnosed, transplant-ineligible patients. Progression-free survival was 31 months in the maintenance arm compared with 14 months for MPR and 13 months for MP. However, it is too early to tell if there is any difference in overall survival between the groups.

“Clearly we’re moving towards the weekly administration of bortezomib... more and more, this will be implemented and clearly will be much more convenient for our patients.”

–Dr. Rafael Fonseca

What have we learned about the risk of developing a new cancer following Revlimid treatment?

Several recent analyses support the finding that the benefits of Revlimid therapy outweigh any potential risk of developing a new cancer. There have been reports of new primary cancers developing in a small number of myeloma patients receiving Revlimid maintenance therapy in the three Phase III trials noted above. These new cancers, referred to as second primary malignancies or SPMs, developed in patients who had previously received melphalan as part of high-dose chemotherapy or the MPR regimen.

An updated analysis of the MM-015 study showed that SPMs were increased in the MPR and MPR-R arms, but the overall incidence was low. A retrospective review of nine studies involving roughly 1800 patients receiving various myeloma therapies showed a seven percent increased risk of SPMs in patients receiving Revlimid maintenance. However, two other analyses of studies that did not include melphalan therapy showed no increased risk of SPMs.

All of these presenters agreed that the benefits of Revlimid therapy overall, as well as its use as maintenance therapy, outweigh any potential risk of SPMs. Nevertheless, as is the case with any potential side effects, patients should discuss their risk of SPMs with their doctor.

RELAPSED/REFRACTORY MYELOMA

What promising agents are being tested in relapsed/refractory myeloma?

Encouraging results of numerous trials, several of which are being facilitated by the MMRC, were reported at the meetings. For example,

- The proteasome inhibitor carfilzomib (Onyx Pharmaceuticals) was shown to be active in relapsed or treatment-refractory myeloma alone and in combination with other agents. No significant peripheral neuropathy was seen, but low blood cell counts were common. A Phase III study is evaluating carfilzomib in combination with Revlimid-dex.
- The combination of panobinostat (LBH589, Novartis) and Velcade showed promising activity in a Phase Ib trial and appears to be among the most active combination therapies in Velcade-refractory disease. A Phase III study evaluating this combination is actively enrolling.

SUPPORTIVE CARE

What are the benefits of Zometa in patients with myeloma?

Results of a large study conducted in the United Kingdom demonstrated a number of benefits for Zometa (zoledronic acid, Novartis).

- Zometa significantly reduced the incidence of skeletal-related events (SREs, bone pain, fractures, etc.) in patients with newly diagnosed disease as compared with clodronate,

“... I think the benefits [of Revlimid maintenance therapy] way outweigh the risk, and that’s how we counsel our patients right now.”

– Dr. G. David Roodman

an oral bisphosphonate available outside the United States. Benefit was seen in patients both with and without bone disease at their diagnosis.

- Patients continued to have reduced SREs for at least three years.
- Zometa, in combination with anti-myeloma therapy, improved overall survival and progression-free survival in patients with bone disease.
- Overall survival benefits were seen within the first four months of therapy and increased over time.

Treatment with Zometa was associated with a slightly higher incidence of osteonecrosis of jaw (ONJ) than clodronate (3.6% vs. 0.3%). The question remains whether all newly diagnosed patients should be treated with a bisphosphonate.

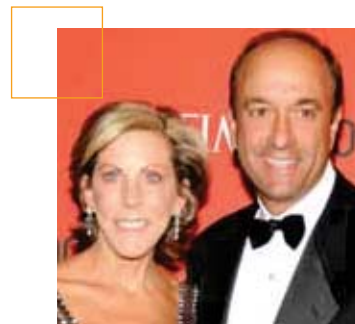
Bringing these efficacy and safety findings into clinical perspective, Dr. Fonseca noted that, “One of the things that I think we have to take home from a presentation like this one is that both providers and patients need to be attentive to the use of bisphosphonates.” Likewise, Dr. Roodman cautioned that, “I think to change the guidelines currently is premature until we have more data.”

KATHY GIUSTI NAMED TO **TIME 100** LIST OF WORLD'S MOST INFLUENTIAL INDIVIDUALS

TIME named Kathy Giusti, Founder and CEO of the MMRF, to the 2011 TIME 100, the magazine's annual list of the 100 most influential people in the world. The full list and related tributes appeared in the May 2 issue of TIME.

The TIME 100, now in its eighth year, recognizes the activism, innovation and achievement of the world's most influential individuals. As TIME Managing Editor Richard Stengel has said

of the list, "The TIME 100 is not a list of the most powerful people in the world, it's not a list of the smartest people in the world; it's a list of the most influential people in the world. They're scientists, they're thinkers, they're philosophers, they're leaders, they're icons, they're artists, they're visionaries. People who are using their ideas, their visions and their actions to transform the world and have an effect on a multitude of people."



Kathy Giusti and husband, Paul, attend 2011 TIME 100 Gala held at New York City's Jazz at Lincoln Center.

HARVARD, MMRF PARTNER TO IDENTIFY **OPTIMAL DRUG DEVELOPMENT** MODELS

Harvard Business School (HBS) convened an esteemed panel of experts at a July 2011 roundtable, "The Advancing Role of Non-Profit Organizations in Drug Development." Chaired by HBS alumni Kathy Giusti and Brock C. Reeve of the Harvard Stem Cell Institute, along with William A. Sahlman, PhD, HBS Professor of Business Administration, this exclusive event aimed to help non-profit organizations identify optimal models to derisk drug development, and to discuss key

learnings—including successes and failures—in financing deal structures to quickly bring patients life-saving therapies. This exciting event was championed by Bill Bowes, a founding partner of U.S. Venture Partners, who was honored alongside Giusti with the HBS Alumni Achievement Award in 2009. Outputs from this blue-ribbon panel will be captured in a white paper and widely distributed to aid other research groups seeking to accelerate the development of new treatment options.



Brock C. Reeve, Executive Director of the Harvard Stem Cell Institute; Kathy Giusti, Harvard Business School Alumna, Founder and CEO of MMRF and MMRC; Nitin Nohria, PhD, Dean of Harvard Business School; William A. Sahlman, PhD, HBS Professor of Business Administration

MMRF FOUNDER AND CEO PROFILED IN HARVARD BUSINESS REVIEW

The June 2011 issue of the Harvard Business Review (HBR) featured a profile of MMRF Founder and CEO, Kathy Giusti, outlining her journey from corporate leader in the pharmaceutical industry to nonprofit entrepreneur.

As described in the HBR article, Giusti, a graduate of Harvard Business School (HBS) was diagnosed with multiple myeloma while serving as a pharmaceutical executive at G.D. Searle. Upon discovering an empty and stalled drug pipeline for multiple myeloma, she founded the MMRF to apply innovative means to accelerate the development of new multiple myeloma treatments and effectively extend patient lives.

The article details the impact the MMRF has had in helping to advance four approved therapies for multiple myeloma and it also highlights how the Multiple Myeloma Research Consortium (MMRC), founded in 2004, has helped to support the launch and rapid completion of more than 30 clinical trials of new and combination therapies, including eight now in late stage clinical development.

To read the full article please visit:
<http://www.themmr.org/hbr-the-social-reluctant.pdf>



Kathy Giusti addresses HBS students on Class Day 2011

In June, Kathy delivered the Harvard Business School MBA Class Day keynote address during the school's commencement festivities. Kathy spoke on the importance of fearless leadership and partnering wisely, especially in the field of healthcare entrepreneurship, and encouraged graduates to "know what your dream is and go after it."

Watch the video at
www.youtube.com/themmr

2011 WOMEN'S BUSINESS LEAGUE ANNUAL SUMMIT

Earlier this year, Kathy served as the keynote speaker at the **2011 Women's Business League (WBL) Annual Summit**, where she discussed, in front of some of the nation's top women executives in healthcare, how the MMRF model has used innovative business practices to make cancer research and drug development more efficient and effective.



Kathy Giusti served as keynote speaker at the 2011 Women's Business League Annual Summit.

To learn more about the Women's Business League (WBL), visit www.wbl.org.

**SEND US YOUR
EMAIL TODAY!**

Email is the fastest and most efficient way to make sure you have the most up-to-date information about multiple myeloma.

Register your email address or family member's email address at www.themmr.org to receive new updates and the information most important to you.

MMRF WELCOMES **MICHAEL REINERT** AND **MARIE PINIZZOTTO** TO BOARD OF DIRECTORS

The MMRF is pleased to announce that Michael Reinert, a leading music industry attorney, and Marie Pinizzotto, M.D., President and CEO of the Carol E. Ammon Foundation, have joined the Foundation's Board of Directors.



Michael Reinert

Michael Reinert currently serves as the Chairman of the Entertainment Law Initiative of the Grammy Foundation. A longtime, dedicated supporter of the MMRF, Reinert recently wrote and starred in his first play while undergoing treatment for multiple myeloma. The acclaimed one-man show "So Tell Me, What Can I Do?" documented his diagnosis and journey with the disease. Proceeds from the production were donated to the MMRF.

Reinert delivered a moving address as the Courage and Commitment Award Honoree at the MMRF's Fall Gala in 2010 and took an active leadership role in the planning for the 2011 event.



Dr. Marie Pinizzotto

Dr. Marie Pinizzotto is President and CEO of the Carol A. Ammon Foundation. The Ammon Foundation is dedicated to healthcare, education and children with disabilities. Dr. Marie Pinizzotto was also the president of Drug Safety Solutions, a consulting firm focused on pharmacovigilance of narcotics and other high-risk drugs, and held several executive leadership positions at a number of pharma and biotech companies.

Dr. Pinizzotto received her M.D. from Jefferson Medicine College in Philadelphia and completed her residency at the Medical Center of Delaware. She recently earned her MBA from the University of Delaware. Dr. Pinizzotto currently serves on the MMRF's Scientific Steering Committee on Personalized Medicine.

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Novartis Corporation

MMRF CLINICAL INSIGHTS EMPOWER PATIENTS, FAMILIES AND FRIENDS



From left to right: Sagar Lonial, M.D., Winship Cancer Institute; G. David Roodman, M.D., PhD, University of Pittsburgh Cancer Institute; William Bensinger, M.D., Fred Hutchinson Research Center; Todd Zimmerman, M.D., University of Chicago Medical; Louise M. Perkins, PhD, MMRF; Paul G. Richardson, M.D., Dana-Farber Cancer Institute. Missing from picture Nikhil C. Munshi, M.D., Dana-Farber Cancer Institute.

MMRF Clinical Insights in Multiple Myeloma symposia educate patients and caregivers about optimal disease management. Participants have a unique opportunity to learn from key thought leaders in multiple myeloma who present timely information about standard and emerging therapies, clinical trials and overall management of the disease. These programs are developed in collaboration with leading myeloma cancer institutions and are held across the country.

Participants learn about treatment options at various stages of the disease: frontline therapy, stem cell transplants, relapsed/refractory treatment, clinical trials and supportive care. Additional workshops address relevant topics in an open forum session.

In 2011 the MMRF partnered with Berenson Oncology and City of Hope, Los Angeles, CA; John Theurer Cancer Center, Short Hills, NJ; University of Chicago, Chicago, IL; and Dana-Farber Cancer Institute, Boston, MA. Additionally, a webcast of the Boston event has been posted on the MMRF website at: www.themmr.org/clinicalinsights.

The MMRF is committed to providing timely and relevant educational programs to the multiple myeloma community.

JOIN US AT AN MMRF CLINICAL INSIGHTS NEAR YOU!

The MMRF Clinical Insights in Multiple Myeloma program is created specifically for patients, caregivers, and their families and friends to learn about today's most promising treatment options, including clinical trials from leading myeloma experts.

Learn more at
www.themmr.org/clinicalinsights
or call 203.652.0219

SAN FRANCISCO, CA

Early Spring 2012

NEW YORK, NY

Early Spring 2012

VISIT THE MMRF ONLINE STORE!

Honor yourself or someone special while supporting the MMRF by shopping the MMRF Online Store – 100% of proceeds benefit our important mission.

Find unique and memorable items, including gifts for the golfer and our exclusive sterling silver jewelry collection featuring the acorn, emblem of the MMRF and a symbol of strength and potential representing hope for multiple myeloma patients everywhere.



Visit www.themmr.org/store
to shop today!

MMRF CHICAGO AWARDS DINNER RAISES \$1.5 MILLION AT 10TH ANNIVERSARY

The 10th Anniversary of the MMRF Chicago Awards Dinner, held on April 13, 2011 at the Four Seasons Chicago, raised nearly \$1.5 million to support the MMRF's efforts to accelerate the development of next-generation treatments for multiple myeloma. This premier event was attended by more than 600 Chicago community and business leaders.

NBC Sports and MLB Network broadcaster Bob Costas served as Keynote Speaker and actor, director, producer

and writer Bonnie Hunt marked her ninth year in the meaningful role of Mistress of Ceremonies. U.S. Olympic speed skater Dan Jansen was honored as a special guest. Lester B. Knight, Founding Partner and Co-Chairman of RoundTable Healthcare Partners, served as the event's Corporate Chair.

"The MMRF has made unprecedented progress in the fight against myeloma. This annual dinner is a way for the Chicago community to celebrate the

remarkable advancements achieved by the MMRF while also raising significant funds to make the next breakthrough in treatment possible," said Knight, whose leadership of the event was dedicated as a tribute to his business partner and dear friend, Bob DeBaun, a former member of the MMRF Board of Directors who lost his courageous battle with multiple myeloma in December 2010.



Bob Costas, Bonnie Hunt, Kathy Giusti and Dan Jansen



Jane DeBaun



Lester B. Knight

ANNIVERSARY COMMITTEE FOR THE DINNER INCLUDED:
Aon, The Damico Family Foundation, Becky and Lester Knight, Julie and Jack McGinley, McNamara Purcell Foundation

VICE CHAIRS:
Celgene Corporation, Katie and Mark Chelsky, The DeBaun Family, Allison and Brian Feltzin, William P. Hite – United Association, Barbara and Anthony Kesman, Kirkland & Ellis LLP, Mr. and Mrs. Andrew J. McKenna, Sandy and Tom Mihelcic, Millennium: The Takeda Oncology Company, James Moriarity – Morgan Stanley, Peggy and Dick Notebaert, J. Christopher Reyes – Reyes Holdings LLC, Michael J. Sacks – Grosvenor Capital Management LP, Marnie and Matt Spiegel, Rick Waddell – Northern Trust

SOLD OUT NY LAUGH FOR LIFE EVENT ENTERTAINS WITH LAUGHTER

The ninth annual MMRF Laugh for Life: New York comedy event, held May 16, 2011 at the B.B. King Blues Club & Grill in New York City, raised over \$620,000 to support the MMRF's efforts to accelerate the development of next-generation treatments for patients with multiple myeloma.

Cat Greenleaf, host of NBC's "Talk Stoop with Cat Greenleaf" served as Master of Ceremonies for the sold-out event. John Pinette, an award-winning comedian, headlined the evening, with comedian Sherry Davey also performing.

Celgene Corporation was the event's Corporate Chair. Additional sponsors included Signal Genetics as a member of the Leadership Circle and Millennium: The Takeda Oncology Company as the Presenting Sponsor. Sol J. Barer, PhD, Executive Chairman of Celgene Corporation, was honored with the MMRF Corporate Leadership Award. Mark Alles, President—Americas of Celgene Corporation, accepted the award on behalf of Dr. Barer.

Geraldine Ferraro, former Congresswoman and member of the MMRF Honorary Board of Directors, was honored with the

MMRF Spirit of Hope Award. Her daughter Donna Zaccaro Ullman, Principal of Homestead Finance LLC and member of the MMRF Board of Directors, accepted the award on her mother's behalf. Ferraro, who passed away in March following a long and courageous battle with multiple myeloma, took an active leadership role in the MMRF Laugh for Life: New York event for many years.

"My mother, Geraldine Ferraro, would have been incredibly honored to receive the MMRF Spirit of Hope Award," said Zaccaro Ullman. "She was committed to advocating for cancer research and advancing progress to develop next-generation myeloma treatments. I am proud to accept this award on her behalf."

The MMRF Laugh for Life: New York was started in 2003 by three sisters, Carol Goldschein, Sue Korn and Cindi Stern, to honor Carol's diagnosis with multiple myeloma and to celebrate life through laughter. More than \$3.2 million have been raised by this event over the past nine years.



Mark Alles, Donna Zaccaro Ullman and MMRF COO Walter Capone



Cindi Stern, Sue Korn, Cat Greenleaf, Carol Goldschein

SAVE THE DATE!



MMRF
Laugh
for Life

Thursday, May 3, 2012

Pier Sixty, New York City

For more information,
please call 888.584.5463

e-mail mmrf@benefitoffice.org

MMRF 5K WALK/RUN SERIES CELEBRATES STRONG RACES

Race for Research: Tri-State

The MMRF Race for Research: Tri-State raised nearly \$340,000 for myeloma research and brought out more than 1,500 participants and 120 volunteers from Connecticut, New Jersey and New York. Jessica Rubino, who raised \$7,445, was the top individual fundraiser. Team Better Days continued their reign, raising \$67,900. Madeline Wiebicke accepted the MMRF Spirit of Hope Award on behalf of her husband Randy, a NYC firefighter who passed away from myeloma.



Top fundraiser Jessica Rubino and her mother, Trish Rubino, a myeloma patient

Race for Research: San Francisco

Nearly 1,000 runners and walkers united to help raise more than \$265,000 at the 2011 MMRF Race for Research: San Francisco. Jack Aiello celebrated another year as our top individual fundraiser, raising \$32,350. The Wilson Family Team raised \$36,200, making them our top fundraising team and their team member Laura Wilson, who is currently living with multiple myeloma, was awarded the MMRF Spirit of Hope Award.



Top fundraiser Jack Aiello, who is living with myeloma, and his wife Nelleke

Race for Research: St Louis

Over 400 runners and walkers came together for the first Annual MMRF Race for Research: St. Louis. Dr. Ravi Vij from Washington University School of Medicine, an MMRC member institution, served as Honorary Chair of the event and also participated in the race. The Samson Family Team was the top fundraising team for their efforts in raising \$23,610 and Tida Allen was the top fundraising individual, having raised \$1,740.



Dr. Ravi Vij and Mark A. Fiala, both of the Washington University Team

For more information on the MMRF Race for Research series, please visit: <http://themmr.org/raceforresearch>

YOU HAVE THE POWER TO MAKE A DIFFERENCE – PLAN A FUNDRAISER TO BENEFIT THE MMRF



Performers at the event on June 18, 2011, Boston, MA

Do you want to take an active role in supporting our mission? Consider hosting your own fundraising event to benefit the MMRF! Events can be as large as a golf tournament or as small as a bake sale. Dominik Zuchowicz, a master string instrument maker, wanted to celebrate his 30 years of creating instruments with a concert. After Dom lost his battle with myeloma, his wife Barbara moved forward

with planning the event in his honor – uniting 30 musicians who owned beautiful instruments crafted by Dom and raising funds for the MMRF. You too can help make a difference by planning an event to honor a loved one and further the work of the MMRF.

To get started today, please visit: www.themmr.org/independentfundraisers

MMRF ENDURANCE EVENTS DRAW 600 PARTICIPANTS

The MMRF Endurance Events Program, where supporters can run a marathon or half marathon, participate in a triathlon or cycling event, or run one of our “Great Races,” has raised more than \$1.5 million already this year and is on track to reach \$1.7 million by year’s end.

The year began with an exciting start: the MMRF became the title charity and beneficiary of one of the most exciting races in the United States: The Empire State Building Run-Up Powered by the MMRF. One hundred MMRF runners took on 86 floors—or a quarter vertical marathon—to earn a finisher’s medal at the famed New York Road Runner event. The 2011 effort raised over \$325,000, and will be staged again on February 8, 2012. Interested individuals and corporate teams of three may sign up now to secure an entry.

Eleven athletes living with myeloma have shown their strength by joining the MMRF PowerTeam this year, evoking awe and inspiration. Congratulations to Walter Shyska and Craig Finkbeiner, who both completed the Boston Marathon and to Linda Robertson who finished her Santa Barbara Wine Country Half Marathon. Patient J. David Robinson participated in the Big Sur International Marathon. “Knowing that I could get ‘back out there’ after my stem cell transplant was so inspiring. The support of over 200 friends and family helped me raise over \$30,000, which will impact thousands of fellow multiple myeloma patients through continued research,” said Robinson. Gary Jockers hit an impressive “double header,” completing



Empire State Building Run-Up Powered by the MMRF

the grueling Escape from Alcatraz Triathlon in June, followed by a summit of Mt. Whitney, the highest peak in the 48 contiguous states in July. Gary Snowden and Carmen Phaneuf enjoyed the 42 mile Five Boro Bike Tour. Other athletes participated in various events of their own choosing via the Run/Bike/Tri Your Own Race program.

2012 will see the addition of several exclusive races, including the 2012 Ironman NY/NJ, the London Marathon, and marathons and half marathons in Austin, TX and San Francisco, CA. New in 2012, MMRF supporters can participate in a Progressive Marathon and take on the 26.2 mile distance over a period of time.

For more information and to join the MMRF PowerTeam, please visit: www.themmr.org/EnduranceEvents



Nick and Rebecca Tiller, who were responsible for helping secure the title sponsorship rights for the Empire State Building Run-Up, celebrate post race.

SPONSORS

We thank the following sponsors for their support of Myeloma FOCUS



2012 CALENDAR OF EVENTS

SPECIAL EVENTS

April 10	MMRF Chicago Dinner
May 3	MMRF Laugh for Life: New York
Summer	MMRF San Francisco Dinner
Oct. 27	MMRF Fall Gala

MMRF RACE FOR RESEARCH 5K WALKS/RUNS

Apr. TBD	San Francisco
May TBD	St. Louis
June 10	Tri-State in New Canaan, CT
Sept. TBD	Boston
Sept. 30	Twin Cities
Oct. 6	Philadelphia
Oct. TBD	Chicago
Nov. TBD	Atlanta
Nov. TBD	Washington, DC

MMRF ENDURANCE EVENTS

Feb. 8	Empire State Building Run-Up Powered by the MMRF
Feb. 19	LIVESTRONG Austin Marathon and Half Marathon
Mar. 18	New York City Half Marathon, NC
Mar. 18	Quintiles Wrightsville Beach Marathon and Half Marathon, NC

Apr. 16	Boston Marathon
Apr. 22	London Marathon
Apr. 29	Big Sur International Marathon, CA
May 6	TD Bank Five Boro Bike Tour, NYC
May 12	Santa Barbara Wine Country Half Marathon
May 19	Rite Aid: Cleveland 5K
May 20	Bay to Breakers 12K, San Francisco
June 10	Escape from Alcatraz Triathlon, San Francisco
Summer	Chicago Rock 'n' Roll Half Marathon
July 29	San Francisco Marathon and Half Marathon
July 8	New York City Triathlon
Aug. 11	Ironman NY/NJ US Championships
Oct. 7	Bank of America Chicago Marathon
Oct. 28	Marine Corps Marathon, DC
Nov. 4	ING New York City Marathon
Dec. 2	Las Vegas Rock 'n' Roll Marathon and Half Marathon

Dates May Be Subject To Change

For more information, visit www.themmr.org/events or email events@themmr.org

CATS SAVE LIVES

Help Precious Cat help the MMRF by taking our Precious Cat Challenge. Save \$5 and give \$5 by using or sharing an exclusive \$5 MMRF coupon for Precious Cat's 100% premium all natural scoopable Ultra Litter, especially formulated to help cats live longer, happier and healthier lives.

Kathy Elsey, wife of veterinarian Dr. Bruce Elsey and cofounder of Precious Cat, is a multiple myeloma patient. The Elseys and Precious Cat have been major supporters of the MMRF since 2009, the year Kathy was diagnosed. Kathy underwent a stem cell transplant in June of that year and is doing well, staying active, traveling and maintaining a positive outlook.



Kathy Elsey

**Save \$5 and Give \$5—
Get your coupon and learn more about Kathy at www.themmr.org/preciouscat**

MMRF REMEMBERS DEAR FRIEND AND HONORARY BOARD MEMBER **GERALDINE FERRARO**

The MMRF is deeply saddened by the loss of Geraldine Ferraro, a Member of the MMRF Honorary Board of Directors and a dear friend. Ferraro passed away March 26, 2011 from complications following a long and courageous 12-year battle with multiple myeloma.

In addition to serving on the MMRF's Honorary Board of Directors, Ferraro was actively involved in the Foundation's work to bring new treatments to patients. In 2002, she passionately testified before Congress for the critical need for increased research funding, and a year later, a bill was signed authorizing \$250 million for blood cancer research. Congress then appropriated \$5 million



Geraldine Ferraro

to the Geraldine Ferraro Blood Cancer Education Program in 2003 and renewed funding in 2006, enabling the MMRF to provide high-quality educational programs to underserved populations.

HONOR A LOVED ONE WHILE HELPING TO FUND A CURE

Create something special for those who matter most while raising funds for the MMRF. Visit the MMRF Tribute Center and design a Tribute Page to share your personal journey with multiple myeloma or to encourage, honor or memorialize a family member or friend with the disease and stay in touch with loved ones, post updates, add photos or leave messages of encouragement.

Get started today at
www.themmr.org/tributecenter

MMRF SADDENED BY LOSS OF BOARD MEMBER **EDDIE PHILLIPS**

The MMRF mourns the loss of Board Member Edward (Eddie) Jay Phillips, son of "Dear Abby" and Creator of Belvedere Vodka. His fight with multiple myeloma ended on April 8, 2011, after a nine-year battle with the disease.

Phillips' early and significant investment in the MMRF's affiliate organization, the Multiple Myeloma Research Consortium (MMRC), was a catalyst for the Consortium's early success in accelerating early-stage clinical trials in multiple myeloma. In addition to his Board governance, Phillips was a member of the Founder's Circle for the MMRF's 3, 2, 1: Cure Campaign and,



Eddie Phillips

along with his family, took a lead role in fundraising efforts at the MMRF Race for Research: Twin Cities 5K Walk/Run.



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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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SAVE THE DATE
TUESDAY, APRIL 10, 2012



MMRF

*Chicago Awards
Dinner*



Pat Williams

Spirit of Hope Award Honoree

Senior Vice President

NBA's Orlando Magic

Author and Motivational Speaker

FOUR SEASONS HOTEL CHICAGO
CHICAGO, IL

For more information,
please call 312.553.2000
e-mail events@themmr.org