



BioCentury™

What Makes the Media Tick

AusBiotech 2009

Melbourne, Oct. 28, 2009

About BioCentury

Value-added business information & analysis for life science companies, investors, academia and government on the strategic issues essential to the formation, development & sustainability of life science ventures.

BioCentury, the Bernstein Report on BioBusiness

- ◆ Original reporting from primary resources in industry, science, finance and policy
- ◆ Data-driven analysis
- ◆ Vigorous editing
- ◆ Independent: Conflict-of-interest rules and no outside investors

The image shows three overlapping covers of the magazine 'BioCentury: The Bernstein Report on BioBusiness'. The top cover is from September 5, 2005, featuring the headline 'Innovation & economics'. The middle cover is from September 4, 2006, with the headline 'Value for money'. The bottom cover is from September 3, 2007, with the headline 'Innovation & leadership'. Each cover includes a 'BioCentury 100' Indicators' box with price and volume data, and a 'Back-to-School Issue' label. The bottom cover also features a 'Cover Story' section with the headline 'Over the past two years, Back to School has been exploring the relationship between innovation and the economic return from drug development and the creation of patient value.'

SciBX: Science-Business eXchange

- ◆ The business intelligence of BioCentury and the scientific acumen of Nature Publishing Group
- ◆ Efficiently identifies and evaluates new developments in science and technology for commercial and investment potential
- ◆ Addresses the need for strategic and investment decisions further and further upstream in the value chain



FROM THE MAKERS OF **BioCentury** AND **nature**

6 MARCH 2009 • VOLUME 1 / NUMBER 6

THIS WEEK

ANALYSIS

COVER STORY

1 Watching cancer glow away
Vanderbilt researchers have identified a peptide biomarker that is easier to produce than existing functional imaging agents and is just as effective at monitoring the response of tumors to therapy. Whether the approach will have greater utility in clinical or practical research remains to be seen.

TARGETS & MECHANISMS

5 Schizophrenia develops a complex
Data from researchers at Mount Sinai suggest that developing compounds or combination therapies that modulate the function of a serotonin glutamate receptor complex rather than that of each receptor separately could be a strategy for generating a new class of antipsychotics.

6 Unleashing IL-7
Cancer researchers have shown that IL-7 inhibits disease in an animal model of type 2 diabetes, and potentially other autoimmune conditions, but targeting the cytokine and its receptor will prove tricky.

7 Anemia's Gas6 pedal
Swiss researchers may have uncovered a way to treat anemia patients who are hyporesponsive or resistant to erythropoietin. However, it is unknown whether the target, Gas6, will circumvent the safety issues associated with erythropoiesis-stimulating agents.

MARKERS

9 mTOR caveats
Research by Brigham and Women's Hospital scientists has two implications for companies developing mTOR inhibitors for cancer: different cancers may involve different biomarkers of mTOR inhibition and genetically engineered mouse models may be more predictive than xenografts.

THE DISTILLERY

11 This week in therapeutics
Treating estrogen-dependent breast cancer with rimusutide derivatives; antagonizing Minc1-3 to prevent arterial thrombosis; treating type 2 diabetes and obesity through AMPK-4 enhancement; treating *Staphylococcus aureus* infection with metal-chelating peptides; and more...

15 This week in techniques
Biocompatible and biodegradable tissue adhesives; amino acid motifs for improving cell penetration of protein therapeutics; HEBC-derived dopaminergic neurons for treating Parkinson's disease; a cancer biomarker immunoassay; and more...

INDEXES

16 Company and Institution Index

17 Target and compound Index

Watching cancer glow away

By Michael J. Haas, Senior Writer

In recent years, noninvasive techniques for imaging the response of tumors to therapy have moved upstream from diagnostic to drug development settings. However, commonly used techniques like SPECT provide only structural information, such as tumor volume, which is not always an accurate readout of a compound's efficacy. Functional imaging techniques like fluorodeoxyglucose PET provide a more accurate readout of tumor response by tracking biochemical processes on or within tumor cells. But functional imaging agents are expensive to produce, which limits their use.

Researchers at Vanderbilt University and Vanderbilt-Ingram Cancer Center have identified a functional imaging agent that is easier to produce than existing agents and just as effective at monitoring the response of tumors to therapy, as reported in *Nature Medicine*. The research team described a seven-residue peptide biomarker that differentiated between tumors that did and did not respond to treatment with a VEGF tyrosine kinase inhibitor (TKI).¹

"We have not found a single VEGF TKI-responder cancer type that did not bind the peptide," said team leader Dennis Hallahan, professor of cancer research and chairman of radiation oncology at the university. "We studied cancer originating in the brain, lung, colon, skin, breast and prostate. The peptide was able to detect a response in each of these cancers," he told SciBX.

Using a phage display library owned by The Scripps Research Institute, Hallahan's team identified the peptide by screening for candidates that bound the vasculature of tumors responsive to VEGF tyrosine kinase inhibition. The peptide is known only by its sequence, HVGGSYV.

In mice with tumors, fluorescence images showed that fluorophore reporter-tagged HVGGSYV specifically bound to tumors responding to treatment with radiation and sunitinib, an inhibitor of multiple receptor tyrosine kinases. Sunitinib is marketed by Pfizer Inc. for renal cell carcinoma (RCC) and gastrointestinal stromal tumors.

The images were taken 24 hours after each injection of HVGGSYV.

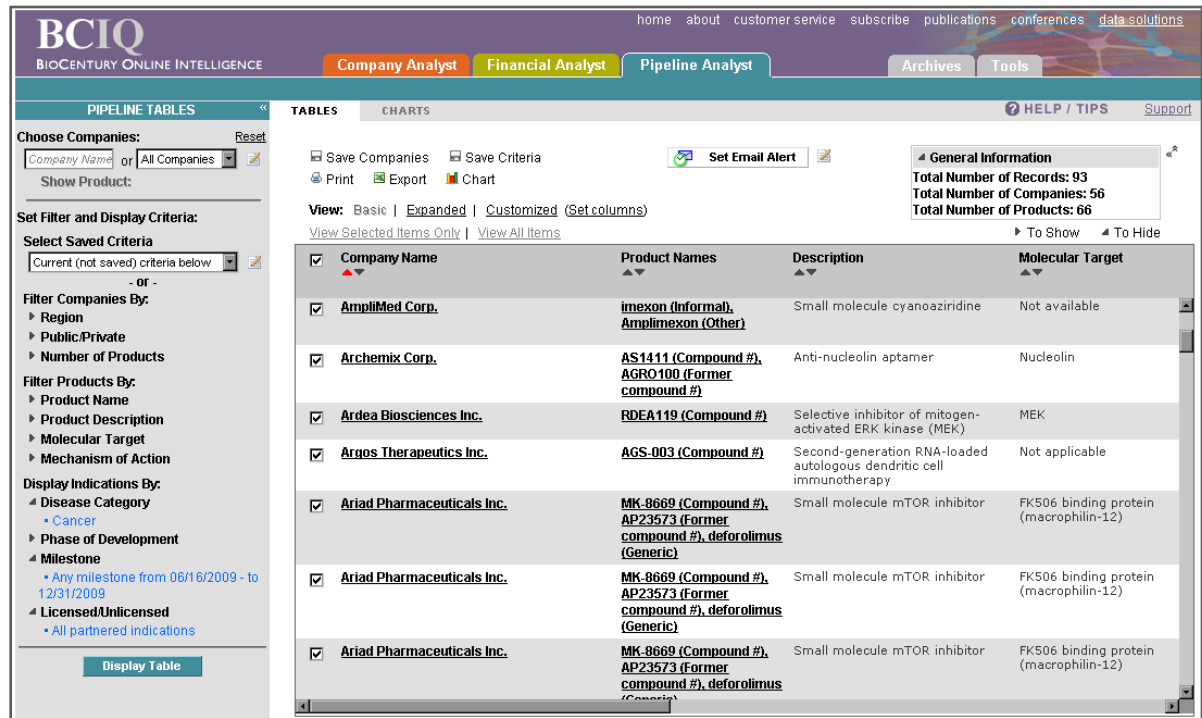
Hallahan's team obtained similar results using three other VEGF TKI remainants, also from Pfizer, and PTK231 and AEE775, both from Novartis AG. Taken together, the results for all four compounds suggested that peptide binding was specific to the action of VEGF TKIs, not one particular compound.

In 2003 Pfizer terminated development of sunitinib, a small-molecule inhibitor of the VEGF receptor kinase insertion domain receptor, after it failed in a Phase II trial in advanced colorectal cancer.²

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- ◆ Pipeline data on 5,000+ products in development or on the market in 500+ clinical indications



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▶ Product Name
▶ Product Description
▶ Molecular Target
▶ Mechanism of Action

Display Indications By:
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 • Cancer
▶ Phase of Development
▶ Milestone
 • Any milestone from 06/16/2009 - to 12/31/2009
▶ Licensed/Unlicensed
 • All partnered indications

Save Companies Save Criteria Set Email Alert Print Export Chart

View: Basic | Expanded | Customized (Set columns)
[View Selected Items Only](#) | [View All Items](#)

General Information
Total Number of Records: 93
Total Number of Companies: 56
Total Number of Products: 66

| Company Name | Product Names | Description | Molecular Target |
|--|--|--|--|
| <input checked="" type="checkbox"/> AmpliMed Corp. | Imexon (Informal), Amplimexon (Other) | Small molecule cyanoaziridine | Not available |
| <input checked="" type="checkbox"/> Archemix Corp. | AS1411 (Compound #), AGRO100 (Former compound #) | Anti-nucleolin aptamer | Nucleolin |
| <input checked="" type="checkbox"/> Ardea Biosciences Inc. | RDEA119 (Compound #) | Selective inhibitor of mitogen-activated ERK kinase (MEK) | MEK |
| <input checked="" type="checkbox"/> Argos Therapeutics Inc. | AGS-003 (Compound #) | Second-generation RNA-loaded autologous dendritic cell immunotherapy | Not applicable |
| <input checked="" type="checkbox"/> Ariad Pharmaceuticals Inc. | MK-8669 (Compound #), AP23573 (Former compound #), deforolimus (Generic) | Small molecule mTOR inhibitor | FK506 binding protein (macrophilin-12) |
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BioCentury Archives

- ◆ Integrated with BCIQ
- ◆ 130,000+ articles, tables & figures
- ◆ 16+ years of deal events, regulatory milestones & clinical data

BioCentury Archives
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Search Back Issues BCIQ Tools

Basic Search ^

All of these words:

At least one of these words: "Acetyl-Coenzyme A carboxylase alp"

None of these words:

The exact phrase (UPPER and MixEd case sensitive):

For best results choose: Disease Category Product Name Molecular Target

Select Saved Search Terms...
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| | | | | |
|---|---|---|---|--|
| <input checked="" type="checkbox"/> BioCentury, The Bernstein Report <input type="checkbox"/> Cover Story <input type="checkbox"/> Ebb & Flow <input type="checkbox"/> Product Discovery & Development <input type="checkbox"/> Regulation <input type="checkbox"/> Strategy <input type="checkbox"/> Tools & Techniques <input type="checkbox"/> Analyst Picks & Changes <input type="checkbox"/> Politics, Policy & Law <input type="checkbox"/> Emerging Company Profile <input type="checkbox"/> Finance | <input checked="" type="checkbox"/> BioCentury Part II <input type="checkbox"/> All Company News <input type="checkbox"/> Deals <input type="checkbox"/> Sales & Marketing <input type="checkbox"/> Other News <input type="checkbox"/> Management Tracks <input type="checkbox"/> All Clinical News <input type="checkbox"/> Regulatory <input type="checkbox"/> Clinical Results <input type="checkbox"/> Preclinical Results <input type="checkbox"/> Clinical Status <input type="checkbox"/> Other Research News <input type="checkbox"/> All Financial News <input type="checkbox"/> Completed Offerings <input type="checkbox"/> Proposed Offerings <input type="checkbox"/> Withdrawn Offerings <input type="checkbox"/> Postponed Offerings <input type="checkbox"/> Amended Offerings <input type="checkbox"/> Other Financial News | <input checked="" type="checkbox"/> BioCentury Extra <input type="checkbox"/> Top Story <input type="checkbox"/> Clinical News <input type="checkbox"/> Financial News <input type="checkbox"/> Company News <input type="checkbox"/> Politics & Policy | <input checked="" type="checkbox"/> SciBX <input type="checkbox"/> Analysis <input type="checkbox"/> Cover Story <input type="checkbox"/> Targets & Mechanisms <input type="checkbox"/> Public-Private Interface <input type="checkbox"/> Drug Platforms <input type="checkbox"/> Markers <input type="checkbox"/> Tools <input type="checkbox"/> Translational Notes <input type="checkbox"/> The Distillery <input type="checkbox"/> Therapeutics <input type="checkbox"/> Techniques | Specify time period(s) to use <input type="radio"/> Periods Latest Issue <input type="radio"/> Dates from 06-18-2009 to 06-18-2009 <input checked="" type="radio"/> Years <input type="checkbox"/> Past 2 years <input checked="" type="checkbox"/> 2009 <input checked="" type="checkbox"/> 2003 <input checked="" type="checkbox"/> 1997 <input checked="" type="checkbox"/> 2008 <input checked="" type="checkbox"/> 2002 <input checked="" type="checkbox"/> 1996 <input checked="" type="checkbox"/> 2007 <input checked="" type="checkbox"/> 2001 <input checked="" type="checkbox"/> 1995 <input checked="" type="checkbox"/> 2006 <input checked="" type="checkbox"/> 2000 <input checked="" type="checkbox"/> 1994 <input checked="" type="checkbox"/> 2005 <input checked="" type="checkbox"/> 1999 <input checked="" type="checkbox"/> 1993 <input checked="" type="checkbox"/> 2004 <input checked="" type="checkbox"/> 1998 |
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BioCentury Extra

- ◆ Daily Electronic Newspaper
- ◆ Staff Written
- ◆ Growing Handheld Audience



BioCentury's Point of View

Data eventually & relentlessly sort out the science.

Management, finance & public policy are the enablers — or disablers — of scientific and clinical achievement.

Innovation is defined by the marketplace.

Know Your Audience

- ❖ News is relative to your audience
- ❖ You have at least 10:
 - ◆ Investors, scientists, regulatory agencies, pharma companies, managed care providers, lawmakers, vendors, physicians, patients and the general public

Know Your Audience

- ❖ Your audiences all have different information needs
- ❖ What's news for one audience is not necessarily news for all
- ❖ You have to decide which group is most important to you at any given time. . .
- ❖ . . . And then decide what kind of information has value to that audience

Know your audience

- ❖ Think about the media in the overall context of a communications plan for all your audiences

How BioCentury Thinks About News

- ❖ We're more news "stimulated" than news "driven"
 - ◆ We make our living focusing on issues at the core of building successful businesses
 - ◆ We're a go-between the companies and the investment community
 - ◆ At any given time we only care about a few things: issues that determine corporate performance and industry growth

How BioCentury Decides What to Publish

- ❖ There's a breakdown between having a compelling investment thesis and communicating it
 - ◆ Companies are well prepared to talk about their technology and its logic
 - ◆ The story usually falls apart from there

How BioCentury Decides What to Publish

- ❖ We're interested in three areas where a company's business prospects can be established
 - ◆ Commercialization plan
 - ◆ Marketing plan
 - ◆ Financial plan

How BioCentury Decides What to Publish

- ❖ Potential stories are viewed in two contexts:
 - ◆ Does it provide an insight or meaningful benchmark for assessing the performance of a specific company
 - ◆ Does it have value in contributing to the decision-making by managers and investors as a whole

How BioCentury Decides What to Publish

- ❖ Our coverage tends to gravitate toward companies with plausible approaches to the commercialization, marketing and financial plans, AND are able to explain their thinking

Rules of the Road (or: What Makes the Media Ticked)

- ❖ Don't lie, don't obfuscate
- ❖ Be consistent about giving out basic information
- ❖ State the facts clearly and completely
- ❖ Don't put out a press release and leave the office
- ❖ Make key people available

Rules of the Road (or: What Makes the Media Ticked)

- ❖ Make sure people who speak for the company can explain things to non-experts
- ❖ Be prepared to answer questions that are not addressed in your press release
- ❖ Don't play games
- ❖ Be honest and realistic – don't oversell
- ❖ Think about what audience you're trying to reach, and what they think is important

How to contact BioCentury

- ❖ All news: pressreleases@biocentury.com
- ❖ Story ideas (BioCentury): Susan Schaeffer (sschaeffer@biocentury.com)
- ❖ Story ideas (SciBX): Steve Edelson (sedelson@biocentury.com)



BioCentury™

*Marking our 17th Year of Service
to the Biotechnology Industry*