

2010 Wolfe Biopharma Conference

Emerging Markets and Technologies: 2020 Vision™



Drug Development Done Right. On Time.

2010 Wolfe Biopharma Conference *Emerging Markets and Technologies: 2020 Vision™*

When: Tuesday, October 19, 2010

Where: Boston, MA, The Ritz-Carlton, Boston Common

The 2010 Wolfe Biopharma Conference, *Emerging Markets and Technologies: 2020 Vision™*, is an exclusive, invitation-only event for pharmaceutical and biotechnology executives and investors.

The pharmaceutical industry is undergoing rapid transformation, necessitating redeployment of their resources, strategies and organizations toward emerging markets and technologies. Healthcare policy reform, the global economic crisis, and large pharma's imminent patent cliff have converged while unique opportunities in emerging markets and technological innovations seem to appear with increasing frequency.

By 2020, only 9% of global pharmaceutical sales growth will come from the US, versus 34% from emerging markets, which are expected to generate annual sales in excess of \$400 billion. Large pharmaceutical companies look toward these emerging markets not only as a high growth sector to bolster profits, but also as a means to reduce costs and improve the productivity of their R&D functions. However, new strategies customized for each market are required along with radical changes in their business practices. Large pharmaceutical companies have started to divest their US manufacturing and development facilities, disinvest in US sales forces, and redeploy capital toward emerging markets.

At the same time, enormous strides in science and technology have created expectations of improved patient outcomes, and targeted therapies are expected to become the norm, moving the industry increasingly toward personalized medicine. Large pharmaceutical companies are in the process of developing successful models for partnering with innovative biotechs, whether through alliances, acquisitions or licensing. Adapting to this changing paradigm for transformational product development is imperative to fill large pharma's pipelines.

At the 2010 Wolfe Biopharma Conference, industry leaders will address these challenges and opportunities.

Who should attend:

This meeting brings together the thought leaders in science and health care including biopharma and biotech executives, academia, the financial community, venture capital leaders, government officials, and media.

What will be unique about this event:

Wolfe Laboratories partners with United Way to raise money for United Way's Math, Science and Technology initiative (MSTi). Proceeds will directly benefit MSTi and other youth programs.

The Top 5 Reasons to Attend

- 1-
Unprecedented access to industry decision makers
- 2-
Quality time with senior-level decision makers during networking breaks
- 3-
Access to timely and forward-thinking conference presentations
- 4-
Partake in exclusive, invitation-only event
- 5-
Support and raise money for United Way's MSTi program



2010 Speaker Agenda

Speakers include but are not limited to (*pending acceptance)

7:15am	REGISTRATION & BREAKFAST
8:15am	<i>Opening Remarks</i> Robert Coughlin, President & CEO, Massachusetts Biotechnology Council Janet Wolfe, Ph.D., President, Wolfe Laboratories, Inc.
	EMERGING TECHNOLOGIES SESSIONS
	G. Steven Burrill, CEO, Burrill & Company
	Robert Armstrong, Ph.D., VP, Global External Research & Development, Eli Lilly and Company
	Ted Torphy, Ph.D., VP & Lead, External Innovation, Johnson & Johnson Pharmaceuticals
	NETWORKING BREAK
	William Chin, MD, Executive Dean for Research, Harvard Medical School, former SVP Discovery & Clinical Research, Eli Lilly and Company
	Rick Panicucci, Ph.D., Global Head Chemical & Pharmaceutical Profiling, Novartis Institutes for BioMedical Research
	Daniel Junius, President & CEO, ImmunoGen, Inc.
12:00pm	LUNCH
	EMERGING MARKETS SESSIONS
	Mervyn Turner, Ph.D., Chief Strategy Officer & SVP Emerging Markets Research & Development, Merck & Co.
	Sam Azoulay, MD, SVP of Medical & Development, Emerging Markets Business Unit, Pfizer Inc.
	<i>Personalized Medicine Panel – moderated by Steven Dickman, CEO, CBT Advisors</i> Mara Aspinall, Ph.D., CEO, On-Q-Ity Bill Pignato, Global Head of Regulatory Affairs, Novartis Molecular Diagnostics Steven Averbuch, MD, VP Oncology Transition Strategy & Development and Head, Pharmacodiagnosics Global Clinical Research, Bristol-Myers Squibb
	NETWORKING BREAK
	Melinda Moree, CEO, BIO Ventures for Global Health
	Howard Mayer, MD, Chief Medical Officer, EMD Serono, Inc.
5:00pm	<i>Plenary Address – moderated by Janet Wolfe</i> Wyc Grousbeck, CEO, Boston Celtics Doug Flutie, former starting quarterback, New England Patriots and Founder, Doug Flutie Jr. Foundation for Autism Curt Schilling, legendary pitcher of Boston Red Sox and Co-Founder, SHADE foundation*
5:45pm	COCKTAIL RECEPTION & DINNER

Sample Attendee Titles & Companies

COMPANY/ ORGANIZATION	JOB TITLE
Advanced Technology Ventures	Principal
	VP, Clinical Research & Medical Affairs
Aeris Therapeutics	CEO
Aileron Therapeutics	President & CEO
Ascent Therapeutics	SVP, Discovery Research
Avaxia Biologics	CEO
BG Medicine	SVP, Biomarker Discovery
BioVentures Investors	Principal
CaloSyn Pharma	CEO
	VP, Preclinical Development & Formulations
CombinatoRx	COO
Elixir Pharmaceuticals	CEO
EnVivo Pharmaceuticals	CEO
Galenea	President & CEO
Genzyme	VP, Science Development
Harvard Medical School	Professor, Cell Biology
HemaQuest Pharmaceuticals	COO
Hercules Technology Growth Capital	Sr. Managing Director & Group Leader, Life Sciences
ImmuneXcite	President & CEO
Inotek Pharmaceuticals	EVP, Principal Fellow
MaxThera	VP, Chemistry, R&D Operations
Medicine In Need	SVP, Operations

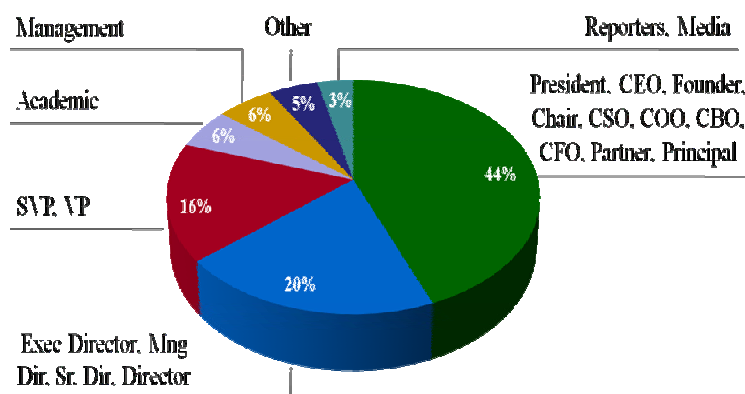
COMPANY/ ORGANIZATION	JOB TITLE
Mercury Therapeutics	President & CEO
MicroCHIPS	President & CEO
MPM Capital	Principal
NeuroHealing Pharmaceuticals	President
Novartis Institutes for BioMedical Research	President
NovoBiotic Pharmaceuticals	CEO
Oxford Bioscience Partners	Partner
Pappas Ventures	Partner
Peptimmune	VP, Research
Potentia Pharmaceuticals	President & CEO
Satori Pharmaceuticals	SVP, Research
Sherris Pharma Partners	President & CEO
Skyline Ventures	Managing Director
Sofinnova Ventures	General Partner
SynDevRx	President & CEO
Synta Pharmaceuticals	VP, Preclinical Safety Assessment
TargAnox	CEO
Tetraphase Pharmaceuticals	CEO
Translational Therapeutics	President
Transport Pharmaceuticals	President & CEO
United Way	President & CEO
	Professor, Molecular Pharmaceuticals
University of North Carolina	VP, Pharmaceutical Development
Vertex Pharmaceuticals	

Based on last year's conference

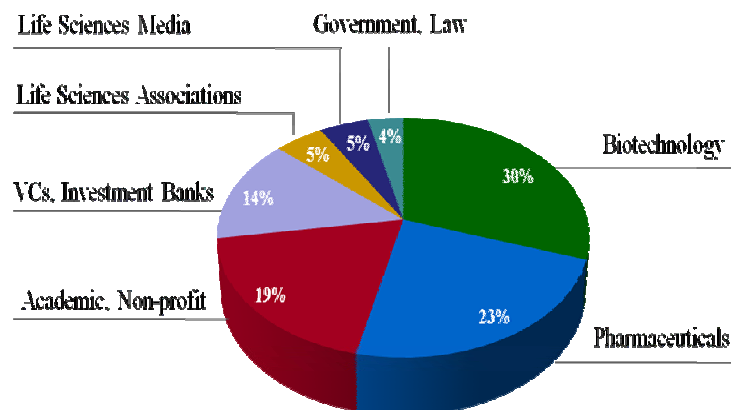
Audience Profile

Targeted number of attendees: 150-200

Title/Function*



Industry*



*Based on last year's Wolfe Biopharma Conference