

PRESS RELEASE – PROSTATE CANCER AWARENESS MONTH



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For Immediate Release

THE UROLOGY CENTER, PC OF NEW HAVEN Recognizes Significant Advancements Made in the Treatment of Prostate Cancer During Prostate Cancer Awareness Month

- First-in-Class Cancer Immunotherapy PROVENGE Now Available -

NEW HAVEN, CT, September 14, 2011 – THE UROLOGY CENTER, PC is pleased to recognize during Prostate Cancer Awareness Month this September the significant advancements that have been made in the treatment of prostate cancer. THE UROLOGY CENTER is now offering advanced prostate cancer patients a breakthrough treatment option called PROVENGE (sipuleucel-T), the first in a new therapeutic class known as autologous cellular immunotherapies. PROVENGE was approved by the U.S. Food and Drug Administration (FDA) for the treatment of men with asymptomatic or minimally symptomatic metastatic castrate resistant (hormone refractory) prostate cancer and is made by Dendreon Corporation. PROVENGE is designed to stimulate a patient's own immune cells to identify and attack prostate cancer.

Prostate Cancer Awareness Month marks a time for the prostate cancer community to educate on and raise awareness of prostate cancer. According to the American Cancer Society, prostate cancer is the most common non-skin cancer in the United States and the third most common cancer worldwide. More than two million men in the United States have prostate cancer, with an estimated 240,890 new cases and approximately 33,720 men expected to die from the disease in 2011.

About PROVENGE THERAPY

PROVENGE is an autologous (made from a patient's own immune cells) cellular immunotherapy designed to stimulate a patient's immune system to identify and target prostate cancer cells. Each dose is manufactured specifically for each patient using his own immune cells.

The FDA has also approved the opening of additional manufacturing facilities where PROVENGE is made, making the drug broadly available to patients across the country. Additionally, Medicare and all major insurance plans cover the cost of PROVENGE for the treatment of asymptomatic or minimally symptomatic metastatic castrate resistant (hormone refractory) prostate cancer. Lastly, Dendreon Corporation, the manufacturer of PROVENGE, provides PROVENGE free of charge to

eligible patients with no health insurance or who are denied coverage after all claims appeals, and also supports independent foundations that offer assistance with co-pays and co-insurance charges, and assistance for treatment-related travel costs. The increased capacity, insurance coverage decisions, and PROVENGE patient assistance will help ensure patients who could benefit from the treatment have access to it.

Individuals interested in learning whether PROVENGE is an appropriate treatment option should contact William Pesanelli at the Urology Center 203-508-1817 or call 1-877-336-3736.

About THE UROLOGY CENTER, PC

THE UROLOGY CENTER, PC is one of the area's top urology practices, recognized as pioneers in the robotic approach to surgical intervention, as well as other areas. The practice has offices in New Haven, Hamden, Madison, and West Haven. More can be learned by visiting the practice's website www.urologycenter.com