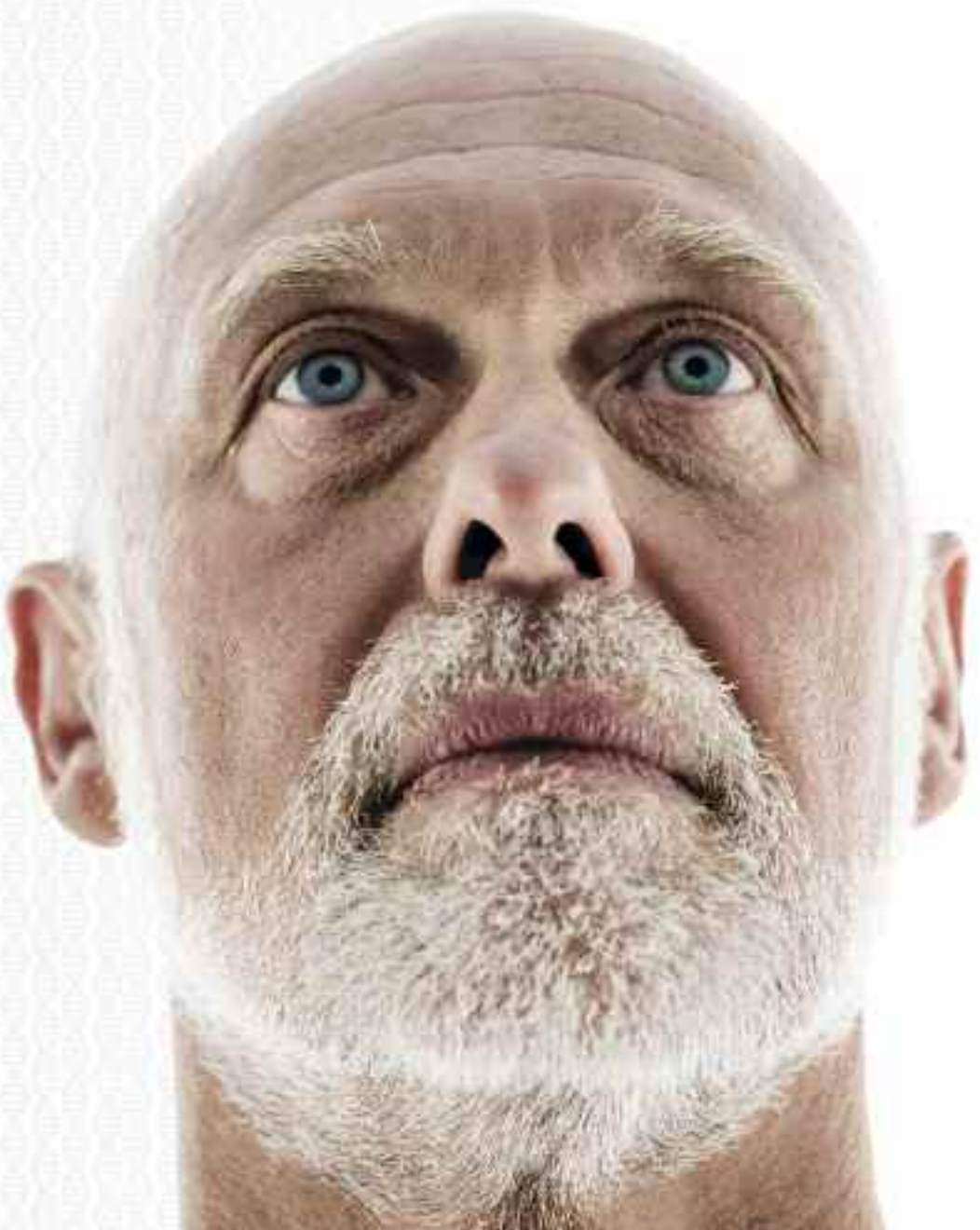


LET THIS TREATMENT BE **THE RIGHT TREATMENT.**

Your Personalized TumorGraft™ could improve your outcome and extend your life by identifying which treatment may be more likely to effectively shrink your tumor.



CHOOSING A CANCER THERAPY IS TOO IMPORTANT TO LEAVE TO TRIAL AND ERROR.

Every person's cancer is different. Oncology treatment has often had to rely on a trial-and-error approach to identifying and selecting treatments. Your cancer deserves an individual approach.

Personalized TumorGrafts™ from Champions Oncology is a revolutionary technology that uses your own tumor to help evaluate treatments.

Now, when your doctor removes your tumor, we can remove some uncertainty with it.

The Personalized TumorGraft™ Advantage

- Testing drug treatments on a Personalized TumorGraft™ may reduce the likelihood of ineffective chemotherapy and possible resulting side effects.
- Accurate, personalized treatment recommendations could save valuable time and effort by identifying treatment options more likely to result in a positive outcome.
- Testing of novel treatments may guide treating physicians towards treatments they had not previously considered.

PERSONALIZED TUMORGRAFTS™ CAN HELP IDENTIFY THE MOST EFFECTIVE TREATMENTS FOR YOU.



What is a Personalized TumorGraft™?

A Personalized TumorGraft™ is Champions Oncology's proprietary technology for implanting and growing a piece of your live tumor in immune-deficient mice. This revolutionary method maintains the characteristics of your tumor, with all of its different cells and connective tissues, inside a living environment.

Personalized TumorGrafts™ Deliver Personalized Clinical Trials

Champions will test anticancer drugs on the tumor-implanted mice. Studies have shown that drugs that demonstrate strong performance in Personalized TumorGrafts™ are likely to generate a positive response to the tumor in your body.^{1,2}

Your physician will then be able to make treatment decisions for you based on actual observations of how your own tumor sample responded to various anticancer drugs.

THE PERSONALIZED TUMORGRAFT™ PROCESS.

The process is simple:

IMPLANTATION

A sample of your tumor is removed by your surgeon at the time of surgery/biopsy and sent to the Champions Oncology labs. We will implant your tumor and surrounding/supporting tissue into immune-deficient mice, effectively growing a piece of your tumor in them. The entire process (Implantation through Testing) typically takes four to eight months. Approximately 80% of implanted tumors grow successfully in mice.



Peace of Mind for the Future

TUMOR BANKING

Your Personalized TumorGraft™ will be preserved as a living sample, available for future testing against cancer treatments, in the event of tumor recurrence or tumor progression.

Timely Solutions

TREATMENT TESTING

Your Personalized TumorGraft™ will be tested against several drug treatment options in order to help you and your doctor identify a course of treatment most likely to positively impact your cancer.

START THE PROCESS TODAY.

The TumorGraft process begins with a piece of your live tumor, so it is best to plan for a Personalized TumorGraft™ in advance of your surgery/biopsy. No matter where you are in diagnosis or treatment, keep your tumor and your options alive by having your tumor sent to Champions.

Learn more about how a Personalized TumorGraft™ can help you. Call toll-free, 866.746.5457, or visit www.PersonalizedCancerTreatment.com

PERSONALIZED MEDICINE WITH A PERSONAL TOUCH.

All Champions clients are personally overseen by a dedicated Champions professional. Your Champions Cancer Care Specialist will be by your side at every step, providing information, reporting on the progress of your tumor implantations, and answering any questions you may have throughout the Personalized TumorGraft™ process.

WE HAVE HELPED PEOPLE WITH A VARIETY OF CANCERS.

Patients receiving treatment guided by TumorGraft testing have seen shrinkage of their tumor for a significant period of time:²

SUCCESSFULLY TESTED TUMOR TYPES INCLUDE:

Colon, Pancreas, Stomach, Esophagus, Lung, Breast, Sarcomas, and others.

TREATMENT SOLUTIONS TESTED:

Single-agent chemotherapy drugs, combination chemotherapy drugs, targeted biological drugs, and antiangiogenics.



REAL-WORLD RESULTS FROM PERSONALIZED TUMORGRAFTS™

PATIENT:
Dean, 63

DIAGNOSIS:
Metastatic Pancreatic Cancer

Treatment history

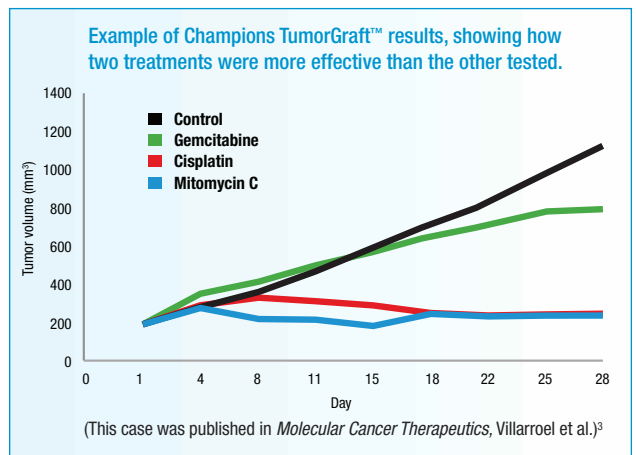
Dean underwent extensive abdominal surgery to remove a cancerous pancreatic tumor. Twelve months after his initial surgery, Dean's cancer recurred. Dean was treated with the most common treatment (i.e., standard of care), the anticancer drug Gemcitabine. Four months into treatment, Dean's cancer began to grow.

Personalized TumorGraft™ Insights

Personalized TumorGraft™ testing showed that the anticancer drugs Mitomycin C and Cisplatin would be the most effective course of treatment. Mitomycin C is rarely used to treat pancreatic cancer.

Targeted Treatment Results

Based on Personalized TumorGraft™ findings, Dean received three cycles of Mitomycin C. His blood tumor marker (used to measure the tumor in the blood) was previously 98,000 and based on TumorGraft™ directed treatments was reduced to under 100. After 22 months, Dean was treated with two additional cycles of Mitomycin C and three cycles of Cisplatin. Dean's cancer has remained in remission—now five years after his surgery—and Dean is still alive today. The average survival of patients with metastatic pancreatic cancer is approximately six to eight months.



Individual outcomes may vary.

PATIENTS SHARE THEIR SUCCESS STORIES



BETTY—Non-Small Cell Lung Cancer, London, UK

“A combination of world-class advice and the data from the mice is ensuring that my oncologist has far more information about the potential effectiveness of various treatments than would normally be the case. I feel more in control and not a passive victim of my condition.”

JACOB—Sarcoma, Toronto, Canada

“Champions Oncology has given my family hope and strength. My husband finally has a fighting chance to beat the odds and survive his cancer. The physicians, coordinators, and entire staff at Champions have been extremely professional, caring, approachable, accessible, and very kind. As a wife, I will always be indebted to Champions for helping save my husband’s life. As a physician, I intend to help this phenomenal company make cancer a thing of the past!” [Testimonial from Anne (Spouse)]

AMY—Metastatic Colon Cancer, Alabama, US

“I’ve been to quite a few doctors in quite a few states and trying to find someone that could help me more than tell me to go home and take a chemotherapy and basically good luck. I can’t accept that—I’m a single mom, I’m 44 years old—I am not going to accept that answer. [After working with Champions] I’m so grateful that I can be with friends, my family, my son. It’s just been a really miraculous experience.”

DAVID—Adenoid Cystic Carcinoma of Submandibular Gland, Israel

“Thanks to Champions, I am treated now with Temodor, which seems to be very efficient. I cannot imagine how the physicians would come up with this solution using the conventional ways.”

For more information, please visit
www.PersonalizedCancerTreatment.com

GIVE YOURSELF THE CHAMPIONS ONCOLOGY **ADVANTAGE.**

Champions Oncology was founded by some of the world's most renowned specialists in the field of cancer diagnosis, treatment, and research. The team you will work with is comprised of professionals who are passionately dedicated to improving outcomes and extending lives.

CHAMPIONS PERSONALIZED ONCOLOGY SOLUTIONS

- **Champions Personalized TumorGrafts™ empower patients and physicians with a diagnostic model that has shown to identify a patient's clinical response to anticancer therapies.**
- Champions Expert Opinion Panels offer oncology patients and their physicians the opportunity to access a panel of world-leading oncology experts in a unique forum devoted solely to the individual patient.
- Champions Gene Sequencing identifies the mutations (permanent changes to the DNA) for your individual cancer to help guide your treatment process.

FOR MORE INFORMATION on Personalized TumorGrafts™, we invite you, your treating physician, family members, or caregivers to call Champions Personalized Oncology solutions at **866.746.5457** or visit our web site at **www.PersonalizedCancerTreatment.com**.

References:

¹ Hidalgo M et al. Activity of gemcitabine in direct patient-derived xenografts predicts clinical outcome: Validation of an *in vivo* model for drug development. *J Clin Oncol* 27:15s, 2009 (suppl; abstr 4528).

² Hidalgo M et al. A Pilot Study of Treatment Guided by Personalized Tumorgrafts in Patients with Advanced Cancer. *Mol Cancer Ther* August 2011 10:1311-1316.

³ Villarroel MC et al. Personalizing cancer treatment in the age of global genomic analyses. *Mol Cancer Ther* 10(1); 3-8, 2011.

Champions does not provide any medical service or care and is not responsible for any medical care or treatment. Any results provided by Champions should be used in conjunction with a full treatment plan by the patient's treating physician. Access to this information is subject to the applicable policies and disclaimers referenced herein and on our web site, at www.PersonalizedCancerTreatment.com.



Personalized Oncology Solutions