

Father's Day Minority and Underserved Prostate Cancer Fund Report

WASHINGTON, D.C., June 16, 2011 – With funding and support from Aureon Biosciences, Men's Health Network's Minority and Underserved Prostate Cancer Fund has completed an eight month-long project of educating over 25,000 men and their families across the nation.

This education effort promoted informed decision-making, greater understanding of prostate cancer, and discussions about risk assessment across the country, including

- Chicago, IL
- Montgomery, AL
- Memphis, TN
- Baltimore, MD
- Washington, D.C.
- New Orleans, LA

“With the support of the Minority and Underserved Prostate Cancer Fund we were able to reach men who needed this information the most,” said Judy Seals-Togbo, Program Manager, Memphis, TN. “We want to thank Aureon for their leadership; their support enabled us to reach thousands of high-risk men and their loved ones.”

Aureon, who produces personalized prognostic tools, donated \$10,000 to the cause. The Minority and Underserved Prostate Cancer Fund was dedicated to:

- Providing important information to minority and underserved men and their families so they can make informed decisions
- Promoting greater understanding of prostate cancer amongst men and their families
- Encouraging discussions about risk assessment
- Supporting MHN's Healthy Sunday initiative

“Aureon is happy to support the Men's Health Network's Minority and Underserved Prostate Cancer Fund,” said Jason Alter, Ph.D. Vice President of Marketing at Aureon. Newly diagnosed men and their loved ones need as much data as possible to make more informed decisions”.

And that's exactly what the fund accomplished, disseminating over twenty-five thousand pieces of educational materials, resources, and tools to high risk populations in key cities and areas nationwide. Within underserved communities, many men may not be aware of new technologies and tests that can help them make more informed treatment decisions.

More than 220,000 men are diagnosed with prostate cancer each year.

Learn more about the Fund at: www.menshealthnetwork.org/minorityprostatefund.html

About Aureon (www.aureon.com)

Aureon Biosciences is a life science company dedicated to enabling the advancement of predictive and personalized cancer treatment options. Aureon employs a unique Systems Pathology approach and provides personalized test results by analyzing a patient's existing biopsy sample using molecular diagnostics, sophisticated tissue-based image analysis and advanced mathematics.

About Men's Health Network (www.menshealthnetwork.org)

Men's Health Network (MHN) is a national non-profit organization whose mission is to reach men and their families where they live, work, play, and pray with health prevention messages and tools, screening programs, educational materials, advocacy opportunities, and patient navigation.