

Novocure™ to Present NovoTTF™ Therapy Data at the 2012 Annual Scientific Meeting of the American Society of Clinical Oncology

Portsmouth, NH – May 29 – Novocure™, a commercial stage private oncology company, announced today that data from pre-clinical and clinical studies evaluating NovoTTF™ therapy will be presented and published online as part of the 48th Annual Meeting of the American Society for Clinical Oncology (ASCO) in Chicago, IL, June 1-5, 2012.

The data include the trial design of an ongoing Phase III (IDE) clinical trial of tumor-treating fields (TTFIELDS) together with temozolomide compared to temozolomide (TMZ) alone in patients with newly diagnosed glioblastoma, and experimental data testing TTFIELDS treatment in non-small cell lung cancer and pancreatic cancer.

In addition to these updates, NovoTTF™ therapy will be highlighted at an ASCO Educational Session on Monday, June 4 at 1:15 pm in room S404 titled “Changing the Electrical Field around the Tumor Cell: How Does It Work and How Should We Use It?” The lecture will be presented by Dr. Philip H. Gutin, Chair of the Department of Neurosurgery and Co-Executive Director of the Brain Tumor Center, Memorial Sloan Kettering Cancer Center, New York, New York.

Changing the Electrical Field around the Tumor Cell: How Does It Work and How Should We Use It?

Presenter: Dr. Philip H. Gutin, Memorial Sloan Kettering Cancer Center,
New York

Date/Time: Monday, June 4, 1:15 pm

Session: ASCO Educational Session

Location: room S404

A future perspective on NovoTTF therapy will be presented as a part of the ASCO Industry Expert Theater on Sunday, June 3 from 11:30 am-12:30 pm in the ASCO Oncology Professionals Hall.

The Fourth Cancer Treatment Modality – Going Beyond Pharmacology with Tumor Treating Fields (TTFields).

Presenters: Dr. Eilon D. Kirson, Chief Science Officer and Head of Research and Development, Novocure Inc.

Dr. Angela Davies, Chief Medical Officer, Novocure Inc.

Date/Time: Sunday, June 3, 11:30 pm – 12:30 pm

Location: ASCO Oncology Professional Hall

Novocure will unveil its ongoing pivotal phase III study, EF14, in newly diagnosed glioblastoma, discussing trial design and rationale at a poster session. The EF14 study is aimed at establishing NovoTTF therapy in the front line setting with current standard of care and is a follow-up to the successful phase III study, EF11, of NovoTTF monotherapy in recurrent glioblastoma.

Ongoing trials: Phase 3 Trial of Tumor Treating Fields (TTFields) together with temozolomide compared to temozolomide (TMZ) alone in Patients with Newly Diagnosed Glioblastoma Multiforme

Presenter: Dr. Santosh Kesari, University of California, San Diego

Date/Time: Saturday, June 2, 1:15 pm – 5:15 pm

Session: Poster, S Hall A2

Abstract #TPS2106

Several clinical trial and experimental data updates will also be published in conjunction with ASCO 2012 and can be found online at <http://abstract.asco.org/>:

- [*A Phase 2 Clinical Trial of Tumor Treating Field \(TTF\) Therapy Concomitant to Pemetrexed for Advanced Non-Small Cell Lung Cancer \(NSCLC\)*](#)

Principal Author: Dr. Miklos Pless, Kantonsspital, Winterthur, Switzerland

Publication number: e18012

- [*Mitosis Interference of Cancer Cells during Anaphase by Electric Field from NovoTTF-100A: An Update*](#)

Principal Author: Sze Xian Lee, Beth Israel Deaconess Medical Center, Boston, MA

Publication number: e21078

- [*Efficacy of Tumor Treatment Field \(TTF\) therapy alone and in combination with chemotherapy in pancreatic cancer pre-clinical models*](#)

Principal Author: Dr. Moshe Giladi, Novocure Ltd. Haifa, Israel

Publication number: e14616

About Glioblastoma

Glioblastoma (GBM) is the most aggressive and most common form of primary brain tumor in the U.S. The disease affects approximately 10,000 Americans each year. Historically, based on literature, the median overall survival time from initial diagnosis is 15 months with optimal treatment, and median survival from the time of tumor recurrence is only 3-5 months without additional effective treatment. The disease is widely recognized as one of the deadliest forms of cancer.

About the NovoTTF™-100A System

NovoTTF™-100A System is a portable, non-invasive medical device designed for continuous use throughout the day by the patient. The device has been shown in both *in vitro* and *in vivo* studies to slow and reverse tumor growth by inhibiting mitosis, the process by which cells divide and replicate. The NovoTTF-100A device, which weighs about six pounds (three kilograms), creates a low intensity, alternating electric field within the tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death prior to division. In patients with recurrent glioblastoma brain tumors, the device has shown clinical efficacy comparable to that of active chemotherapies with better quality of life and without many of the side effects of chemotherapy. The NovoTTF-100A has received marketing approval in the US and is a CE Marked device that is cleared for sale in Europe.

Approved Indication

The US Food and Drug Administration (FDA) has approved the NovoTTF™-100A System for use as a treatment for adult patients (22 years of age or older) with histologically-confirmed glioblastoma multiforme (GBM), following histologically – or radiologically-confirmed recurrence in the supra-tentorial region of the brain after receiving chemotherapy. The device is intended to be used as monotherapy, and is intended as an alternative to standard medical therapy for GBM after surgical and radiation options have been exhausted.

Patients should only use the NovoTTF-100A System under the supervision of a physician properly trained in use of the device. Full prescribing information is available at www.novottftherapy.com or by calling toll free 1-855-281-9301.

Other Indications

Caution: Investigational Device: Limited by U.S. law to investigational use for the treatment of newly diagnosed GBM, lung cancer and pancreatic cancer. The safety and effectiveness of the NovoTTF-100A and NovoTTF-100L for these indications has not been established.

About Novocure

Novocure Limited is a private oncology company dedicated to pioneering the discovery and development of a novel therapy for solid tumors called NovoTTF™ that provides physicians and patients with a simple, predictable and empowering approach to treating solid tumors. Novocure's worldwide headquarters is located in the Jersey Isle. Novocure's U.S. operations are based in Portsmouth, NH and the company's research center is located in Haifa, Israel. For additional information about the company, please visit www.novocure.com

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