

“Tune-In” to Glioblastoma During Brain Cancer Awareness Month in May and Help Novocure Support Those Fighting the Disease

Novocure Inc. Launches Social Media Campaign to Help Elevate Awareness and Understanding of Deadly Disease

Portsmouth, NH – May 1, 2013 – Today, Novocure Inc. launched the Tune-In to GBM campaign, a public call to action to “Tune-In” to glioblastoma (GBM) during National Brain Cancer Awareness Month. As part of the campaign, Novocure will provide donations to three non-profit organizations dedicated to supporting brain cancer patients and their families: the Musella Foundation, the Chris Elliott Fund, and CancerCare.

Brain tumors are diagnosed in more than 180,000 people each year in the U.S. Of those, GBM is the most aggressive and most common form of primary brain tumor. Approximately 10,000 Americans are diagnosed with the disease annually.

As part of the Tune-In to GBM campaign, Novocure invites members of the public to share why they will “Tune-In” during Brain Cancer Awareness Month in May by using the hashtag **#TuneIn2GBM** in their social media updates. The hashtag will pack a triple punch on Twitter throughout the month. For every tweet including **#TuneIn2GBM**, Novocure will donate \$5 to each organization, up to \$10,000 per group. Donations can be secured May 1, 2013 through May 31, 2013.

“Novocure supports those fighting brain cancer both through our leadership in tumor treating fields (TTFields) therapy and through donations to research and patient support,” said Gabe Leung, Vice Chairman of Novocure’s Board and Chairman of the Global Commercialization Team, “With the **#TuneIn2GBM** hashtag, just a few key strokes will secure Novocure funding to three amazing organizations.”

Tune-In to GBM is an opportunity for the larger brain cancer community to get involved and give back to those fighting the disease.

“We are thrilled to work with Novocure to encourage everyone to “tune in” to GBM, this month and every month,” said Al Musella, DPM - President of the Musella Foundation. “GBM is one of the deadliest forms of cancer – every dollar helps us support those fighting it.”

“Each year, about 23,000 adults in the U.S. are diagnosed with a primary brain tumor. About 60 percent of these tumors are glioblastomas, the most common and fastest-growing form of brain cancer,” said Helen H. Miller, LCSW, CEO of CancerCare. CancerCare is proud to partner with Novocure to raise awareness of the disease and to advocate for the unique needs of those diagnosed with it. This initiative will allow us to spread knowledge and understanding of glioblastoma and provide hope to patients and their families.”

“Brain Cancer Awareness Month is a reminder that the fight against these types of tumors is ongoing. Every **#TuneIn2GBM** tweet will support the research we’re doing to reach a cure,” said Miller.

“GBM presents a real challenge for patients and physicians because it can be so hard to treat and often recurs. Novocure’s donation will help us support patients fighting the disease and those who care for them,” said Dellann Elliott Mydland, Founder and President, Chris Elliott Fund.

About Novocure™

Novocure Limited is a private Jersey Isle oncology company pioneering a novel therapy for solid tumors. Novocure Inc., Novocure’s US subsidiary, has operations in New York, NY and Portsmouth, NH. Novocure’s research center is located in Haifa, Israel. For additional information about the company, please visit www.novocure.com.

About the Musella Foundation

The Musella Foundation For Brain Tumor Research & Information, Inc is a 501(c)3 non-profit public charity dedicated to speeding up the search for the cure of brain tumors and to help families deal with a brain tumor diagnosis. They create and distribute educational materials, provide help matching patients to clinical trials, give emotional and financial support to brain tumor patients, raise awareness and provide advocacy for brain tumor issues and gives grants for brain tumor research.

About CancerCare

Founded in 1944, CancerCare® is one of the nation’s largest organizations dedicated to providing free, professional cancer support services. Our staff of professional oncology social workers provides help to more than 1,000,000 people affected by cancer, in all 50 states, each year.

Our services include counseling, support groups, education, workshops, resource referrals, financial and co-pay assistance. The CancerCare website, www.cancercare.org, has grown to become a leading online cancer resource.

About Chris Elliott Fund

The mission of the Chris Elliott is to provide immediate access to advanced treatments through personal on-on-one patient support and through education, awareness, advocacy and research.

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