

## Novocure Announces Launch of the inovitro™ Laboratory Research System

*The inovitro Laboratory Research System Enables Scientists to Study the Effects of Tumor Treating Fields in Cancer Cells*

**New York, NY** –November 21, 2013 – Novocure announced today the launch of the inovitro, a propriety plug-and-play laboratory research system that allows scientists to apply Tumor Treating Fields (TTFields) to cancer cells in the lab.

"With the inovitro, researchers can, for the first time, easily study the effects of TTFields on cancer cells in the lab," said Dr. Moshe Giladi, Head of Preclinical Research at Novocure. "The system is designed to allow scientists to study the effects of different field parameters and TTFields' synergies with various drug and radiation combinations."

The inovitro, developed and manufactured by Novocure, consists of a TTFields generator controlled by proprietary software and up to five base plates, each with eight ultra-high dielectric constant ceramic petri dishes. The first three inovitro systems were installed at the Department of Neurology at the Beth Israel Deaconess Medical Center in Boston, UT Southwestern Medical Center in Dallas and at the Karolinska Institute in Sweden.



"We are delighted to offer a research tool which will allow investigators to simply and efficiently study the effects of TTFields in cancer cells," said Yoram Palti, M.D., Ph.D., Founder and Chief Technology Officer of Novocure. "This high throughput plug-and-play system will allow the research community to quickly gain a deeper understanding of the mechanisms of action of this novel anti-cancer treatment modality."

### **About the inovitro**

The inovitro is a high throughput, plug-and-play, and propriety lab research tool. The system is comprised of a TTFields generator controlled by proprietary software and up to five base plates, each with eight ultra-high dielectric constant ceramic petri dishes. The inovitro allows researchers to set target TTFields intensity and frequency in each ceramic dish, and observe real time values of those parameters during an experiment.

The inovitro is not intended for clinical use or in-vitro diagnostics.

### **About TTFields**

TTFields are intermediate frequency, low intensity, alternating electric fields which have been shown in-vitro and in-vivo to slow and reverse the growth of cancer cells by targeting electrically charged cell components during cancer cell replication. TTFields are approved for

the treatment of patients with recurrent glioblastoma using the NovoTTF-100A System. The NovoTTF-100A System has received marketing approval in the United States (U.S.) and is a CE Marked device cleared for sale in the European Union, Switzerland, Australia and Israel.

**About Novocure™**

Novocure Limited is a private Jersey Isle oncology company pioneering a novel therapy for solid tumors called NovoTTF Therapy. Novocure U.S. operations are based in Portsmouth, NH and New York, NY. Additionally, the company has offices in Switzerland and Japan and a research center in Haifa, Israel. For additional information about the company, please visit [www.novocure.com](http://www.novocure.com).

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