

Novocure “Tunes-In” During Brain Cancer Awareness Month This May to Support People Fighting Glioblastoma

#TuneIn2GBM Social Media Campaign to Raise Awareness to Help Fight a Deadly Form of Brain Cancer

Portsmouth, NH – May 8, 2014 – For the second consecutive year, Novocure is sponsoring its *Tune-In to GBM* campaign, a public call to action to “Tune-In” to glioblastoma (GBM) during National Brain Cancer Awareness Month this May. After the success of last year’s inaugural campaign, Novocure is excited to combine forces with the Cancer Support Community, the Chris Elliott Fund, the **LIVESTRONG** Foundation and the Musella Foundation to support patients in their crusade against recurrent GBM and to raise awareness about this deadly disease. Glioblastoma is the most common and deadly form of primary brain cancer which affects approximately 10,000 Americans each year.

The Tune-In to GBM awareness campaign is an opportunity for the public to support and engage with others who have been affected by brain cancer by using the **#TuneIn2GBM** hashtag in their social media updates. Novocure is pleased to support each of our partnering advocacy groups for their outreach to increase brain cancer awareness.

“Novocure is proud to continue the #TuneIn2GBM initiative in partnership with the Cancer Support Community, the Chris Elliott Fund, the **LIVESTRONG** Foundation and the Musella Foundation,” said Peter Melnyk, Chief Commercial Officer of Novocure. “In addition to providing a novel treatment for patients with recurrent glioblastoma, we are committed to advancing awareness and education about this deadly disease. We are honored to be part of an enduring effort to provide support for caregivers and patients living with GBM.”

“Patients and families dealing with glioblastoma need all the support and assistance they can get,” said Al Musella, DPM – President of the Musella Foundation. “What’s great about this campaign is that getting involved is so easy – all it takes is a quick tweet or Facebook status update to help make a real difference in someone’s life.”

“The Cancer Support Community is pleased to assist in this effort to raise the awareness about glioblastoma and other brain cancers and to ensure that patients and their families have information and access to the resources they need to navigate through their unique experience”, said Kim Thiboldeaux, President and CEO, Cancer Support Community.

“A diagnosis of glioblastoma is life altering, and this campaign is instrumental in supporting programs that help patients and caregivers cope with this challenging disease. Equally, it will provide an opportunity for family and friends to show support for their loved one at a time of need,” said Dellann Elliott Mydland, President & CEO, Chris Elliott Fund.

For more information on GBM, including educational resources for patients and caregivers, visit TuneIn2GBM.com and join in the Tune-In to GBM campaign by tweeting the **#TuneIn2GBM** hashtag throughout the month of May.

About Novocure™

Novocure is a private oncology company pioneering a novel therapy for solid tumors called NovoTTF™ Therapy. Novocure's U.S. operations are based in Portsmouth, NH and New York, NY. Additionally, Novocure has offices in Switzerland and Japan and a research center in Haifa, Israel. For additional information about Novocure, please visit www.novocure.com.

About the Cancer Support Community

The mission of the Cancer Support Community (CSC) is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. In 2009, The Wellness Community and Gilda's Club joined forces to become the Cancer Support Community. The combined organization, with more than 50 years of collective experience, provides the highest quality social and emotional support for people impacted by cancer through a network of over 50 licensed affiliates, more than 120 satellite locations, and a vibrant online community, touching more than one million people each year. Backed by evidence that the best cancer care includes social and emotional support, the Cancer Support Community delivers more than \$48 million in free services to men, women and children with any type or stage of cancer, and to their loved ones. Home to the only Research and Training Institute of its kind, the Cancer Support Community is advancing the innovations that are becoming the standard in complete cancer care. For more information, visit cancersupportcommunity.org and to join the Cancer Experience Registry, visit www.cancerexperienceregistry.org.

About Chris Elliott Fund

The Chris Elliott Fund (CEF) is a brain cancer and brain tumor patient advocacy organization and national 501(c)(3) non-profit with offices in Redmond, Washington. Established in 2002, the Chris Elliott Fund is furiously committed to finding a cure for brain cancer and to bringing HOPE to the lives of patients and their families. Providing unique, one-on-one, personalized support to brain cancer patients; providing immediate access to advanced treatment options, specialists and comprehensive support programs; provide support and guidance concerning the day to day needs of patients and their caregivers; and educate the general public on matters related to brain tumors and brain cancer and advocate on issues of national public health policies impacting the lives and welfare of brain cancer and brain tumor patients. If we can help, please contact us at WeCare@EndBrainCancer.com.

About the LIVESTRONG Foundation

The LIVESTRONG Foundation fights to improve the lives of people affected by cancer now. Created in 1997, the Foundation is known for providing free cancer support services and advocating for policies that improve access to care and quality of life.

Known for its powerful brand – **LIVESTRONG** – the Foundation has become a symbol of hope and inspiration around the world. Since its inception, the Foundation has served 2.5 million people affected by the disease and raised more than \$500 million to support cancer survivors. One of America's top non-profit organizations, the Foundation has been recognized by industry leaders including Charity Navigator, the National Health Council and the Better Business Bureau for its excellent governance, high standards and transparency. For more information, visit www.LIVESTRONG.org.

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. Please visit www.virtualtrials.com.

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