

Novocure Announces Optune as the New Name for the NovoTTF-100A System

The Optune brand is built on the foundation of hope in innovation and reflects Novocure's commitment to provide comprehensive support to healthcare providers and patients

New York, NY – November 11, 2014 – Novocure™, a commercial stage oncology company, announced today that Optune™ will be the brand name for the NovoTTF™-100A System. Optune is a novel antimitotic therapy approved by the United States (U.S.) Food and Drug Administration (FDA) for the treatment of adult patients with recurrent glioblastoma (GBM).

Optune emphasizes the unique product offerings and suggests the prospect of hope and optimized care for patients with recurrent GBM. Additionally it highlights a core hallmark of the therapy, its ability to be frequency-tuned to effectively inhibit the growth of tumor cells based on their cell size.

"Novocure is a company focused on patient care and innovation and we recognize the brand Optune to reflect hope and optimism. This change in name enables Novocure to create a simplified name that is recognized by healthcare providers and patients." said Peter Melnyk, Chief Commercial Officer of Novocure.

Optune will be launched in the U.S. during the 19th Annual Scientific Meeting and Education Day of the Society for Neuro-Oncology (SNO) on November 14, 2014 in Miami, Florida. All U.S communications will feature Optune and reference the NovoTTF-100A System until the simplified nomenclature is fully recognized. Optune will be launched in the next few months in Europe and other approved markets.

About the NovoTTF-100A System

NovoTTF-100A System is a portable, non-invasive medical device designed for continuous use by patients. *In vitro* and *in vivo* studies have shown that the NovoTTF-100A System slows and reverses tumor growth by inhibiting mitosis, the process by which cells divide and replicate. The NovoTTF-100A System creates a low intensity, alternating electric field within a tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death. In patients with recurrent glioblastoma brain tumors, the system 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 System has received marketing approval in the United States (U.S.) under the brand name Optune™ and is a CE Marked device cleared for sale in the European Union, Switzerland, Australia and Israel.

Approved Indication

The U.S. Food and Drug Administration (FDA) has approved Optune for use as a treatment for adult patients (22 years of age or older) with histologically-confirmed GBM, following histologically- or radiologically-confirmed recurrence in the supratentorial 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 Optune under the supervision of a physician properly trained in use of the device. Full prescribing information is available at www.novottftherapy.com/safety or by calling toll free 1-855-281-9301.

About Novocure

Novocure Limited is a private Jersey Isle oncology company pioneering a novel therapy for solid tumors called TTFIELDS. 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.

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