

Access to Peers
Access to Knowledge

D·S·E·C

DSEC Advisory Board



Dr. Werner Coussement
Global Head,
PreClinical

Development, **Johnson & Johnson Pharma Group**



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Vice President,
Comparative

Biology & Safety Sciences
Amgen



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Head of

Toxicology, **Bayer
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Clinical Development
Sciences, **Biogen Idec**



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Toxicology

Eli Lilly and Company



Dr. Peter Moldeus
Global Vice
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Drug Safety Evaluation
AstraZeneca



Dr. Thomas Singer, Global
Head, Non
Clinical Safety

F. Hoffmann-La Roche



Dr. Jack Reynolds
Chairman,
Advisory Board
Drug Safety

Executive Council

(formerly Senior Vice
President, R&D and
Worldwide Head, Safety
Sciences, **Pfizer Global R&D**)

Drug Safety Executive Council

The leading membership of biopharmaceutical drug safety executives and scientists

Thought Leadership in Drug Safety

Your stage to reach over 1,800 members
representing biopharmaceutical companies



Signature Partnership & Sponsorship Program

DSEC members represent the following biopharmaceutical companies

3M DDS	Biogen Idec
Abbott	BioMarin
Actelion	BioMS Medical
Actis Biologics	Bioneer Corp
ActivX	Bionovo
Addex	Biopta
Aegera	Biopure
Aeirtec	Biosyn Inc
Affibody	Biovail
Affinium	Biovista
Affymax	Biovitrum AB
Akros	BIPI
Alimera Sciences	Boehringer-Ingelheim
Alkermes	Bristol-Myers Squibb
Allergan	C V Therapeutics
Almirall	Cambrex
AMAG Pharma	Cardiome
Ambit	Celator
Amgen	Collectar
Amylin	Centocor
Anacor	Cephalon
Anadys	Cerexa
Antigenics	Ciba Vision
Ark Therapeutics	Cipher
Array Bio-pharma	Coley
Ascend	Combinature
Astellas	Concert
AstraZeneca	Crystax
AtheroGenics	CureTech
Aveo	Curis
Basilea AG	Cypress
Bausch & Lomb	CytImmune
Baxter Healthcare	Cytopia
Bayer de Mexico S. A	Daiichi Sankyo
Bayer Healthcare	deCODE
Berna Biotech	DiObex
Biocon	Discovery Labs
BioCryst	Dyax
Biodel	Eisai
	Elan
	Elanco Animal



Dear Life Sciences' Leader:

The Drug Safety Executive Council (DSEC) is a peer-to-peer membership formed in cooperation with various heads of global safety so that R&D leaders can work collaboratively to advance the progress of drug development. DSEC membership is limited to employees of companies that develop small and large molecule pharmaceuticals and we currently have over 1,800 members.

DSEC's mission is to create a forum that enables our constituents to improve drug development paradigms and thus we are very interested in integrating a select few technology and service providers into the DSEC community.

Essentially all of the recent advances in characterizing, understanding, measuring and monitoring the biology of adverse events has come about due to the utilization of new and emerging technologies. Thus, based upon DSEC's mission and after consultation with selected members of our esteemed advisory board, we are adopting as one of DSEC's top agenda items in 2010, the objective of assisting biopharmaceutical companies in both identifying and evaluating the current state-of-the-art preclinical and post approval safety assessment platforms and technologies.

DSEC will proceed to accomplish this objective by launching an exclusive Signature Partnership Program allowing only eight cutting-edge technology and services providers to work with DSEC to promote ideas, initiatives and technology that will ultimately improve the overall economics of R&D and enrich the drug development pipelines of our members' companies.

On behalf of the Drug Safety Executive Council's 1,800 members and Eric Glazer, our Managing Director, I invite you to review the following brief summary of DSEC and our Signature Partnership Program.

Sincerely,

Jack A. Reynolds, DVM
Chairman of the Advisory Board

About The Drug Safety Executive Council (DSEC)

A peer-to-peer membership of drug safety leaders with the common objective of advancing the development of better and safer medicines. Regular membership is limited to current employees of companies developing small and large molecule pharmaceuticals for the purposes of distribution to patients through traditional and legal distribution channels (physicians, over-the-counter, etc). Learn more at www.drugsafetycouncil.org.

Overview

The Signature Partnership Program is an opportunity for technology and service providers to be part of DSEC programming, and content, as well as interact directly with members. The Signature Partnership Program is limited to eight (8) Partner Companies (hereafter Partner).

Objectives

The overall objective of the Signature Partnership Program is to integrate a Partner's expertise and insights into DSEC programming while also growing the Partner's revenues/sales by establishing their organization within the DSEC community as a leading expert and service provider. Specific objectives include:

Benefits to Signature Partner

- Generate leads (members interested in your solution or service)
- Integrate your expertise and knowledge into DSEC programming
- Showcase your technology, products or services to your target market
- Conduct market research and gather feedback around product, services and/or brand
- Build or grow important relationships with leaders in drug safety
- Position your company as an underwriter of DSEC, an organization lead by heads of global safety (advisory board) and focused on improving the drug development process

Duration

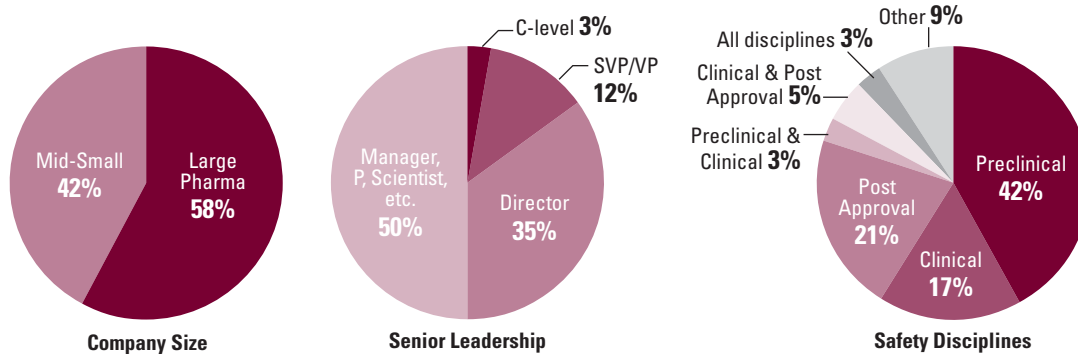
The Signature Program is a commitment for a 12 month period and includes a first-right-of-refusal for following year (exclusive intent is due 60 days prior to renewal date).

Investment

\$50,000/year or \$12,000 per event*

DSEC Demographics

1,837 members (based on membership in January, 2010)



* Investment per event may go towards annual partnership fee, if intent is confirmed within 30 days of events completion.

DSEC members represent the following biopharmaceutical companies

Eli Lilly and Co.	Kereos
Elusys	King
EMD Serono	Kosan
Enanta	Kyowa
Encysive	LEO Pharma
Enzon	Lux Biosciences
ESBATEch AG	Marcadia
Ethicon	Meda
Exelixis	Medarex
ExodusRX	MedImmune
F. Hoffmann-La Roche	Memory
Forest Laboratories	Merck & Co.
Forest Research	Merck Serono
GammaCan	MGI Pharma
Genentech	Millennium
Genitope	Molecular
Genkyotex	MorphoSys AG
Genzyme	MSD
Geron	Nektar
GlaxoSmith-Kline	Neptune
Glenmark	Neurochem Inc.
GNF	Neurocrine
Grünenthal	Neuropharma
GTC	NexBio, Inc.
Halozyme	NexMed
Hospira	Nordic Vaccine
Ikaria	Novartis
Immtech	Novavax, Inc.
ImmuCell	Novelos
Inimex	NovImmune
Innogenetics	NovImmune SA
NV	Novo Nordisk
Inotek	Nycomed
InSight	OctoPlus
Inspire	Oligomerix
Intendis GmbH	Orchid
Intermune	Organogenesis
Isis	Organon
ISTA	Orion Pharma
Jazz	OSI
Jennere	Otsuka
Johnson & Johnson	Panacea
Karo Bio AB	Par
	PDL BioPharma
	Peregrine

DSEC members represent the following biopharmaceutical companies

Pfizer	Summit
Pharmaco- peia	Sunesis
Plexxikon	Synta
Inc	Taisho
Plurogen	Takeda
Probiomed	Talecris
Promedior	Tanabe
Pronova	TAP
Protalex, Inc.	Targacept
Purdue	Targeted Genetics
Ranbaxy	Tau
Reata	Theramex
Reddy US	Theravance
RegeneRx	Tibotec
Replidyne	BVBA
Rosetta	Tibotec
S*BIO Pte Ltd	Torrent
Sandoz	VentiRX
sanofi- aventis	Vertex
Sanofi	VGX
Pasteur	Vicus
Sepracor	Vistakon
Shire	Viventia
Siena	Watson
Biotech	Xencor
Sigma-tau	Xenon
Silanes	Zars
Solvay	Ziopharm
	Zymo- Genetics

DSEC Management Team

Eric Glazer

Managing Director
eglazer@drugsafetycouncil.org
781-972-5498

Dr. Jack Reynolds

Chairman, Advisory Board
jreynolds@drugsafetycouncil.org
203-710-0280

Dr. Ernie Bush

Vice President,
Collaborative Projects
ebush@drugsafetycouncil.org
781-972-1344

DSEC is organized and funded by
Cambridge Healthtech Associates
www.chacorporate.com

3 Types of Live, Virtual Programming

Webinar: The meeting features a DSEC expert panel or a presenter to discuss a topic of interest. Attendees are in "listen-only mode" but can interact, ask questions of the panel or presenter and take polls via the webinar console, MS Live Meeting. Webinars are approximately 60 minutes in length.

Virtual Roundtable ("Meet the Author" teleconference): The meeting is held via teleconference with slide support from MS Live Meeting. Typically a Virtual Roundtable (peer-to-peer teleconference) is used so DSEC members can ask live questions to an author or subject matter expert featured in a recent article or research paper, and/or discuss a topic of shared interest. The Virtual Roundtable is a two-way conversation between the subject matter expert and attendees, and is limited to 10-12 participants. The article or white paper is promoted prior to the event to spark interest, create familiarity and allow for attendees to have prior knowledge on the specific topic to spark a more in-depth discussion. Virtual Roundtables are approximately 60 minutes in length.

Virtual Conference - June 9, 2010

The meeting is a combination of a Webinar and Virtual Roundtable. Attendees begin in "listen only mode" during a plenary presentation or panel discussion, and are moved into a sub-conference or Virtual Roundtable following the plenary session where they engage in a facilitated, two-way conversation with other DSEC members and/or attendees. Each Roundtable has an assigned facilitator. Typically a Virtual Conference consists of two to three plenary sessions along with two to three separate Roundtables as to maximize the networking and idea sharing opportunity. These meetings are supported by MS Live Meeting combined with a proprietary teleconference technology. Virtual Conferences are approximately three to four hours in length.

Other Program Features

Technology Showcase Presenter (via webinar)

Exclusive presenter during a twenty-minute technology showcase for DSEC members. Technology Showcases are for members only and will be archived on the website for a minimum of three months.

Online Discussion Forums

Facilitator of two separate featured online discussion forums promoted to members. Featured discussions are promoted periodically for one-month and then archived indefinitely.

Member Polling and Surveys

During and after member webinars DSEC asks members to complete an online survey that can include specific questions related to the Partner's business in an effort to best qualify leads on behalf of the partner (limited to events where the Partner is featured).

Event Promotions

Each DSEC event or program involving a Partner is promoted multiple times directly to our members in addition to eligible non-members via email. Emails are sent to all members and often 50,000 prospective members. Promotions will often mention and/or feature DSEC Partners.

Distribution of White Paper or Article

DSEC will distribute to members via web site or email, one White Paper or Article authored by or featuring Partner, providing the document is content rich and deemed value-added for members. Content subject to approval by DSEC management.

Web Site Promotion

Partner name and link to their website in designated area within DSEC web site.

DSEC Annual Retreat – October, 2010

Participation and sponsorship in the annual DSEC Retreat, including facilitating one roundtable, co-hosting one cocktail reception, earning rights to a table top exhibit, mention within direct email communications promoting the Retreat, logo and name display on digital brochure (PDF) and two attendee registrations (otherwise exclusive to members only).