



Agenda

Joint Roche and Plexxikon News Briefing PLX4032 (R7204): A Personalised Medicine for Melanoma & Other Cancers

Monday 1 June 2009, 06:30 – 08:00 EDT (prior to the ASCO black out period)
Great Hall, Buena Vista Palace Hotel, Orlando, USA (during the ASCO congress)

06:00	Registration and buffet breakfast
06:30 – 06:40 10 minutes	<p>Personalising cancer treatment with PLX4032 Peter Hirth, CEO and Co-Founder Plexxikon</p> <ul style="list-style-type: none"> ○ Introduction to Plexxikon and their discovery and development of PLX4032, a personalised medicine ○ Prevalence/burden of melanoma
06:40 – 07:00 20 minutes	<p>Promising preliminary results for patients with melanoma Dr. Keith Flaherty, Principal Investigator for the PLX4032 Phase I clinical trial, Penn Presbyterian Medical Center, Philadelphia</p> <ul style="list-style-type: none"> ○ Limited current treatment options and drugs in development ○ ‘Hot off the press’; Data from PLX4032 Phase I clinical trial
07:00 – 07:10 10 minutes	<p>Future clinical development of PLX4032 Dr. Catherine Wheeler, Executive Director, Pharma Development Clinical Oncology, Roche</p> <ul style="list-style-type: none"> ○ Review of two ongoing Phase I extension studies in mutation-positive melanoma and colorectal cancer patients ○ Next steps
07:10 – 07:30 20 minutes	<p>Q&A facilitated by Dr Catherine Wheeler</p> <ul style="list-style-type: none"> ○ Opportunity for questions from the floor
07:30 – 08:00	Opportunity for one to one interviews