



THE NEXT **ALS** BREAKTHROUGH COULD BE YOURS

Prize4Life Welcomes Rachel von Roeschlaub as New Business Development Officer

Cambridge, MA—*Monday, June 14, 2010*—Prize4Life, a non-profit organization dedicated to treating and curing ALS/Lou Gehrig's disease, is pleased to welcome Ms. Rachel von Roeschlaub as the organization's new Business Development Officer.

"We are delighted to have Rachel aboard," said Avi Kremer, Prize4Life's co-founder and CEO, "Her diverse professional experience, her scientific background, and her dynamism make her an excellent fit for Prize4Life's entrepreneurial culture. We look forward to her contributions to our important mission of treating and curing ALS!"

"It is a privilege to be a contributor to the development of an ALS treatment. I am very excited about joining Prize4Life's team, and look forward to our work together," said Rachel von Roeschlaub.

After a brief career in professional tennis, Rachel studied chemistry at the University of Montana and received an M.S. in organic chemistry from the University of Oregon. As a molecular biologist at the Cold Spring Harbor Laboratory in New York, she participated in cancer research and managed the genome facility.

In 2000, she founded a business, Von Enterprises, to design and produce scientific model products including a DNA model, a bacterial transformation model, a gel electrophoresis model (patented), a Shrinky Dink Cells Kit, and Dr. Jim Watson and Dr. Francis Crick bobble heads. Von Enterprises generated international and national sales to major science education companies, such as Wards, Carolina and VWR. Through her work with Von Enterprises, Rachel developed a biotechnology curriculum for K-12 classrooms as well as professional development classes.

This led Rachel to work in India, administering programs to introduce schools and monasteries to modern biotechnology. She founded and ran the first introductory biology and genetics program for 60 Tibetan monks, and initiated a similar project within the Tibetan children's secondary educational system.

Rachel's passion for creativity, fun, science and art intertwined in 2003 as her whimsical acrylic paintings of biological themes were featured on the covers of leading industry magazines and journals. She has an established career in visual arts within the competitive gallery community, and has exhibited her paintings at art galleries in New

York, Boston, Maine, and at the American Association of Arts and Science in Washington, DC.

In 2007, Rachel founded a non-profit organization, TB Aware Inc., to fight tuberculosis within the Tibetan community, working collaboratively with the Office of His Holiness, the Dalai Lama. As part of her work with TB Aware, Rachel wrote and produced an award-winning children's book on tuberculosis, which was distributed to schools, monasteries, and hospitals in India and Nepal.

About ALS

Known in the United States as Lou Gehrig's Disease, ALS is a rapidly progressing neurodegenerative disease that typically takes the life of patients within 2-5 years of diagnosis. It is caused by the degeneration of motor neurons, the nerve cells in the central nervous system that control voluntary muscle movement. It most commonly strikes people between the ages of 40 and 70, and affects men slightly more than women. ALS is the most common motor neuron disease worldwide, and as many as 30,000 Americans struggle with it at any given time. There is no known cure for ALS and only one modestly effective FDA-approved treatment for the disease.

About Prize4Life

Prize4Life was founded by a group of Harvard Business School students when one of them, Avi Kremer, was diagnosed with ALS at the age of 29. Prize4Life works to accelerate the discovery of a treatment and a cure for ALS by using powerful incentives to attract new people and ideas, and to leverage existing efforts and expertise in the ALS field. Among other program initiatives, the organization currently administers the ALS Biomarker Prize Challenge, the Avi Kremer ALS Treatment Prize, and an ALS research portal (www.ResearchALS.org).

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