



THE NEXT **ALS** BREAKTHROUGH COULD BE YOURS

*The mission of Prize4Life is to accelerate the discovery of a treatment and a cure for ALS by using powerful incentives to attract new people and new ideas and to leverage existing efforts and expertise in the ALS field.*

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*Message from Avi Kremer, Co-Founder & CEO of Prize4Life, Inc.*

Prize4Life was founded three years ago by me and two other Harvard Business School classmates to cure ALS. We didn't want to start an organization that funded academic research, because there were already several of those and they were all doing a good job. Instead, we wanted to take a new approach, one that employed a business perspective. Before starting Prize4Life, we spent over a thousand hours looking at the big picture, and identifying gaps that prevent us from finding a cure.

With that in mind, we established a team of top-notch scientists and business professionals, and have been using innovative business theories to promote research and the search for a cure ever since. In just three short years, our model has established itself as extremely effective in drawing in talent and mobilizing resources to cure ALS.

For example, in October 2008 we launched the Avi Kremer ALS Treatment Prize, made possible by the generous \$1 million gift of an anonymous donor. To date, no treatment tested in ALS mice has demonstrated the ability to extend their lifespan by even 10%. This lack of effect in animals has correlated with a lack of effect in patients, so, in consultation with our distinguished Scientific Advisory Board, we carefully designed our Prize to address this gap. Teams are competing to develop a treatment that effectively extends the life in ALS mice by 25%. We currently have over 30 highly-qualified teams registered for the prize, and are thrilled to be administering such a promising project.

We are tremendously encouraged by the activity we have seen this year. We have a stellar team and an excellent model to work with. The goal of Prize4Life is to go out of business as soon as possible. The moment we find a cure, I'll toss my work computer into the Grand Canyon and torch my business cards. Perhaps I'll become a professional basketball player.

This progress is thanks to you, our donors. In the interest of transparency, we are listing both our donors and our audited financial statements for 2008 online. Please review them, and know that your generosity, your support, and your dedication truly sustain Prize4Life, and enable us to continue such important work. Thank you.

Avichai Kremer  
Co-Founder & CEO

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