



THE NEXT **ALS** BREAKTHROUGH COULD BE YOURS

Mark Wetzel and Rebecca L. Dalton, Join Prize4Life's Board of Directors

Cambridge, Mass. – November 10, 2009 - [Prize4Life](#), a non-profit organization dedicated to achieving breakthroughs in effective treatments for Amyotrophic Lateral Sclerosis (ALS), is pleased to announce the appointment of Mark Wetzel and Rebecca L. Dalton to its Board of Directors.

"Mark has been very much invested in Prize4Life for several years now," said Avi Kremer, Co-founder and Chief Executive Officer of Prize4Life, "And Becky brings incredible skill and strategy to Prize4Life. Together, their impressive professional accomplishments will continue to enrich our Board and our work. On behalf of the entire Prize4Life family, it is a pleasure to welcome both Mark and Becky to the Board of Directors. We are eagerly anticipating their contributions as we work to find a cure for ALS."

Mark Wetzel has been affiliated with Prize4Life since 2007, first as a Board Fellow and then as head of fundraising efforts at Harvard University. His father-in-law courageously battled ALS for over three years, which inspired Mark to join Prize4Life as a graduate student. Mr. Wetzel is currently a member of the Merchant Banking Division of Goldman, Sachs & Co. He holds a B.S. in Finance and Philosophy from Boston College and earned his M.B.A. from the Harvard Business School, where he was a Baker Scholar.

Rebecca (Becky) Dalton is Global Marketing Director, Continence Care at Hollister Incorporated, a global medical device company. Prior to joining Hollister, Becky was Director, Strategic Growth, at DaVita, Inc, a Fortune 500 dialysis provider, where she was responsible for the strategy development and rapid infrastructure expansion of an office-based surgery center network. Prior to business school, Becky was a consultant at Accenture in their Health & Life Sciences strategy group. Her primary focus was identifying and implementing sales and marketing growth strategies to deliver near-term revenue for large pharmaceutical brands. Becky received a Bachelors of Science degree in Chemistry from Boston College and an MBA with Honors from Harvard Business School.

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. The first organization to utilize the prize model to address neurodegenerative disease,

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 the ALS Forum (www.researchals.org).

For more information contact:

Meghan Kallman
Marketing & Communications Manager, Prize4Life
Mailing address:
14 Cambridge Center
P.O. Box 425783
Cambridge, MA 02142
617-500-7527
mkallman@prize4life.org
www.prize4life.org

###