

Contact:
Jeffrey Jacob
520-908-7774
jjacob@canprevent.com

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Cancer Prevention Pharmaceuticals Wins AZBio's *Fast Start Award* and Federal Grant

Tucson, Arizona, November 15, 2010—Cancer Prevention Pharmaceuticals, Inc. (CPP) was named the 2010 winner of the Arizona BioIndustry Association (AZBio) *Fast Start Award*. Presented at BioFest 2010 on October 27, this year's *Fast Start Award* recognizes the "most significant for-profit bioscience company headquartered in Arizona and founded on or after January 1, 2008."

"It is an honor to be recognized by AZBio for our initial progress. With a lot of hard work and some phenomenal stakeholders--which includes the UA and National Cancer Institute--we are in position to do something very special with CPP," remarked Jeffrey Jacob, CEO of Cancer Prevention Pharmaceuticals. "We want to see a war on 'precancer'; don't wait until you get cancer, treat the risk factors; especially if you are in a high risk group like certain genetic disorders or a cancer survivor. This approach has been highly successful in reducing death rates from heart attacks and strokes (cholesterol-lowering and blood pressure-lowering drugs) but has not been successfully applied to cancer in a broad way."

Tucson-based Cancer Prevention Pharmaceuticals, Inc. is a biopharmaceutical company developing cancer prevention therapies to reduce the risk of cancer for people with elevated risk. The company is initially focused on colon cancer; however, CPP has therapeutic prevention approaches for skin cancer, neuroblastoma, breast cancer, and prostate cancers which will be developed together with the National Cancer Institute and multiple academic partners.

CPP's founders, some of the most highly respected leaders in preclinical and clinical cancer prevention research, have pioneered the development and exploitation of key pathways implicated in cancer risk: polyamine synthesis and inflammation. "These two processes have long been implicated in cancer development but never successfully utilized together to exploit and treat cancer precursors until now," said Founder and Chief Scientific Officer Dr. Gene Gerner. "The best way to create and develop prevention therapy is to use a 'combination' approach that incorporates the best scientific, drug development, and regulatory tools available," said Dr. Gerner.

A week later, CPP was awarded nearly \$245,000 in Federal grant monies for its Eflornithine project. The grant was among approximately \$8 million awarded to qualifying life sciences companies in Arizona. The awards are designed to offset up to 50 percent of qualifying research and development costs. Awarded companies have a staff under 250 and their projects show potential to satisfy unmet medical needs, reduce long-term growth of health care costs, or significantly advance the goal of curing cancer within the next 30 years.

The new two-year, \$1 billion award program, which includes grants and tax credits, was created as a result of the recently enacted healthcare reform law. Qualifying companies competed for these benefits by submitting applications identifying eligible projects ("qualifying therapeutic discovery projects") such as clinical trials, pre-clinical activities, studies and product development, which were evaluated on medical and economic criteria.

"This grant validates our hard work up to this point, and is also extremely helpful as we continue the development for this novel therapy," said Mr. Jacob.

CPP is working closely with the National Cancer Institute, the Food and Drug Administration, and the European Medicines Agency to make prevention therapies a reality for those at-risk for cancer. CPP is currently preparing two FDA registration trials for treating the risk factors of colorectal cancer (CRC) in elevated and high risk groups, including individuals with prior CRC or advanced colorectal adenomas (CRA) and those with genetic risk factors such as familial adenomatous polyposis (FAP). CPP is also supporting a prevention study in neuroblastoma.

Additional information about Cancer Prevention Pharmaceuticals, Inc. is available at www.canprevent.com.

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