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CANCER101® FACT SHEET

WHAT IS CANCER101?

CANCER101 Inc. supports and empowers breast cancer patients and their caregivers by providing them with the necessary tools needed to get organized and create a plan of attack so that they can make rational, life-saving decisions. Our planner, Web site and Podcasts include a vetted list of important resources so the patient and her loved ones do not have to spend anxious hours searching online. The planners are given to participating, prominent cancer centers and advocacy organizations to give to their patients when they need it most – when they first learn they have this devastating disease.

**100% of our planner-users tell us they would recommend it to a friend.
97% felt they gained a sense of control over their diagnosis by using our planner.
90% sensed of greater feeling of well-being at this critical time.**

CANCER101's INSPIRATION

Incorporated in 2002, CANCER101 is a 501(C)(3) nonprofit organization created by breast cancer survivor and marketing executive, Monica Knoll.

Knoll explains, "CANCER101 was inspired by my experience with breast cancer and the experience of countless other breast cancer patients and caregivers I met along the way towards recovery. In addition to breast cancer we all shared the frustration of having to quickly comprehend complicated, frightening medical information and confusing terminology. We had to make life-saving choices about our treatments, doctors, cancer centers and sort through insurance coverage while managing our daily responsibilities of work and family. Some had little or no health insurance and didn't know where to turn for help. Those with language and cultural barriers have a history of hiding their diagnosis from their family so they do not burden them with medical bills. Lastly, wading through the maze of Web sites, books, nonprofits and institutions to find trustworthy information only increased our anxiety."

WHO WE SERVE

We help anyone affected by breast cancer to include the newly diagnosed, those with a recurrence, metastatic disease, survivors, caregivers and health care professionals. Most of the planner content is written at an eighth-grade reading level. It also includes an explanation in five languages on how to use the planner. Most importantly the introduction page explains they are not alone; that there are services inside the planner to help them financially and emotionally cope. With funding, we hope to translate the planner into Spanish and Chinese.

WHY WE ARE UNIQUE

Our interactive tools help those in need find resources that meet their individual needs which in turn, provides exposure to all nonprofit organizations, cancer centers and businesses devoted to helping people with breast cancer. We don't compete with other nonprofit programs; in fact, we help promote their programs. Many organizations stress the importance of getting organized when diagnosed with a disease, yet CANCER101 is the *only* organization dedicated helping patients empower themselves by getting organized.

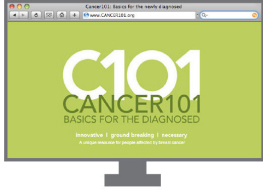
PRINCIPLE SPONSORS

Genentech, Sanofi-Aventis, Myriad Genetics, Inc., The Greater New York Hospital Association, Bowne LLC., Lehman Brothers Foundation, Bloomberg, Triad Foundation



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WHAT WE DO

THE TEN-YEAR *breastCANCER101* PLANNER AND FIVE POCKET FOLDER: The three-ring, tabbed notebook includes everything a patient needs to stay organized during treatment and for the next ten years of follow-up appointments. To provide essential content in our organizer, C101 partnered with the following prominent organizations: **breastcancer.org** (*Breast Cancer Dictionary*), **American Society of Clinical Oncology** (*Questions to Ask Your Doctors*) and the **Coalition of Cancer Cooperative Groups** (*What is a Clinical Trial?*) The planner arrives inside a pre-tabbed, five-pocket accordion folder to keep important papers in order. Starting October 2008, we plan to give away 20,000 planners to patients across the country. Our goal is to raise additional funding so that we can produce 100,000 annually. In 2007, C101 distributed over 5,000 free planners to over 50 prominent cancer centers and advocacy organizations. The planners are built to last a life time and cost just \$10 to per planner.

THE WEB SITE, www.CANCER101.org: We created the first-ever database of hospital and nonprofit-hosted lectures, support group meetings, fundraisers and wellness classes. With our database, anyone affected by breast cancer can find a program that is close to home or work and at a convenient time. In addition, we offer an online organizer, national resources organized by category and helpful nonmedical advice from survivors.

PODCASTS, "Getting Through the First 24-Hours": Healthcare professionals and survivors share their stories, give hope and suggestions about "what to do now" to newly diagnosed breast cancer patients and those affected by the disease.

TESTIMONIALS

"Our patients are thrilled with the breastCANCER101 planners. They have expressed amazement at the design and the helpfulness of the product. Most importantly, they are overwhelmed that "someone" thought of this and has made it available free of charge." **Jan Larkin, RN, Nurse Coordinator, Breast Center at Greenwich Hospital**

"The planners are a godsend." **Michele Speer, RN, Stamford Hospital**

"I love it! The breastCANCER101 planner is perfect for me. I've been filling out every page I can. Thank you so very much, I really appreciate your help!" **Elizabeth Werner, Breast Cancer Survivor**

"I had never heard of C101 until a friend who was just diagnosed showed me her CANCER101 planner. I am a 3-year breast cancer survivor and I had to put together my own binder with very similar features. CANCER101 is doing exactly what is needed!" **Vivian Parisi, Breast Cancer Survivor, the Manhasset Women's Coalition against Breast Cancer**

"If my wife and I had only had the breastCANCER101planner, her complicated doctor and medication schedules as well as the inundation of medical bills would never have been so overwhelming and taxing. C101 is a much needed tool for anyone touched by cancer." **Thomas Mastronardi, Widower**

PLEASE SUPPORT CANCER101!

2008-2009: With enough funding, we plan to give away 100,000 planners to over 600 National Cancer Institute designated cancer centers and The Association of Community Cancer Centers to give to their patients in need. We also plan on offering the planners in Spanish and Chinese. In addition to our planner program, we will further develop our Web site to include a national events calendar and local event databases for Los Angeles, Boston, Houston and San Francisco. Other cities to be determined.

2009 and beyond: We plan to develop the planner and Web site programs for other cancers including colorectal, lung, prostate, children's cancers and more. International outreach is on our horizon as well.

Financials: CANCER101 needs to raise \$1,100,000 to pay for the production and distribution of 100,000 planners and further development on our Web site. We are determined to spend 80 cents of every dollar donated towards our programming.

Please visit www.CANCER101.org or contact Monica Knoll, Executive Director/Founder/Two-time survivor for a financial statement, to learn how to sponsor our program or to donate to our cause.