



Press Release

FOR IMMEDIATE RELEASE

Media Contact:

Lisa Murray

617.856.8509

lmurray@brownrudnick.com

Brown Rudnick Provides Pro Bono Representation to Prize4Life, Inc., a Non-Profit Start-Up Launched to Help Accelerate ALS Research

Boston, MA, September 26, 2006 – Brown Rudnick, a premier international law firm, is providing pro bono legal services to Prize4Life, Inc., a non-profit founded by a group of Harvard Business School students and established to accelerate Amyotrophic Lateral Sclerosis (ALS) research in a novel way. Prize4Life plans to create a global contest that will award prize money to researchers as an incentive to find an effective treatment for the disease. Brown Rudnick will assist Prize4Life with general corporate representation including assistance with establishing the contractual relationship between Prize4Life and its donors and contest participants. The legal representation is coordinated through The Brown Rudnick Center for the Public Interest, the firm's umbrella entity that manages the Firm's pro bono legal work, charitable giving, community involvement and public interest efforts.

According to Avichai "Avi" Kremer, founder of Prize4Life, Inc. and Chairman of the Board, "Our goal is to find an effective treatment for ALS by raising over \$10 million to be used as prize money for researchers. Using this contest as an incentive, we aim to overcome the largest obstacles to finding an effective treatment -- lack of novel treatment ideas and scarcity of research funding sources -- to turn the best ideas from basic science into proven results. Success will ultimately depend on support from the medical and investor communities, as well from corporate and private donations. We are grateful for the partnership of socially responsible organizations such as Brown Rudnick."

Prize4Life will target researchers who are not currently focused on ALS research and will provide them with the incentives to do so. The objective is to increase the number of ALS treatment ideas in the research pipeline, thus increasing the probability of an effective result.

About Prize4Life

Prize4Life was founded by Avichai "Avi" Kremer, himself an Amyotrophic Lateral Sclerosis (ALS) patient, and a group of his fellow Harvard Business School students who believe that the significant cash rewards offered to contest participants will act as a powerful incentive to accelerate ALS research to the point where the private sector will invest in developing an effective treatment. The organization's mission is to create powerful incentives to further ALS research, increase global awareness, and explore novel treatment approaches by



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attracting private investments that ultimately lead to the development of an effective ALS treatment. For more information, or to donate to Prize4Life, please visit www.prize4life.org.

About Brown Rudnick Berlack Israels LLP

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm's attorneys provide representation across key areas of the law: Corporate & Securities, Bankruptcy & Corporate Restructuring, Structured & Commercial Finance, Real Estate, Intellectual Property, Complex Litigation, Energy, Government Law & Strategies and Health Care. Combining a dedication to excellence with a commitment to superior client service, Brown Rudnick provides its clients with a breadth and depth of expertise uniquely suited to their legal needs. For more information, please visit www.brownrudnick.com.

The Brown Rudnick Center for the Public Interest is a measure of the Firm's strong commitment to the community and serves as an umbrella entity encompassing the Firm's pro bono legal work, charitable giving, community involvement and public interest efforts. For more information, please visit www.brownrudnickcenter.com.

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