

Innovation to Improve the Human Condition

The Prix Galien Award recognizes outstanding achievements in improving the global human condition through the development of innovative therapies.

The Prix Galien was created in 1970 in honor of Galen, the father of medical science and modern pharmacology.

Worldwide the Prix Galien is regarded as the equivalent of the Nobel Prize in biopharmaceutical research.
UNITED KINGDOM
It is a pleasure to congratulate all those who promote the Prix Galien and pharmaceutical research: they play a vital role in the fight against disease throughout the world.

John Major
Prime Minister - 1996

CANADA
The Prix Galien is a prestigious award, a magnificent occasion to pay recognition to our researchers and to encourage our industry.

Jean Chretien
Prime Minister - 1994

FRANCE
We recognize the importance of the Prix Galien in promoting drug research, and we salute the excellent work of the Jury.

Philippe Douste-Blazy

SWITZERLAND
When Olympic rhymes with Galenic: there is a gold medal that can be won for an extraordinary achievement: this is the Galien Award, the Oscar of pharmaceutical research.

Walter Sutter
State Advisor, Director of the Public Economy - 2004

PRIX GALIEN IN THE WORLD

PRIX GALIEN IN THE USA

The Prix Galien is a welcome initiative to stimulate creative research and promote excellence.

Senator Barack Obama
Sept. 2008

Prix Galien recognizes men and women from the pharmaceutical and biomedical industries whose contributions of science have improved and saved countless lives.

Michael Bloomberg
Mayor of New York City

To Dr. Roy Vagelos on receiving the Pro Bono Humanum Award
Rosalynn joins me in congratulating you on receiving the 2007 Galien Pro Bono Humanum Prize at the Prix Galien Awards Ceremony.

President Jimmy Carter
2007

I applaud Prix Galien for recognizing the pioneering spirit of America innovation and research.

Senator John McCain
Sept. 2008
THE PRIX GALIEN
MISSION

The Prix Galien is more than an award—it is a movement with a mandate to foster, recognize and reward excellence in scientific innovation to improve the state of human health. Building on an unrivaled network of Nobel laureates in medicine, and with the ethical leadership of Peace Prize winner Professor Elie Wiesel, the Prix Galien manages an independent, cross-functional and geographically diverse program of events and sponsorships to brand the “the best of the best” in new medicines and diagnostics.

Our scope is global, and our commitment to progress in medicine is both measurable and concrete. Our members express this through the establishment of productive relationships to build lasting bridges between the commercial research enterprise and local communities engaged in public policy, science, finance, academic research and the media. In addition to recognizing advances in promising therapies, the Prix Galien’s annual Pro Bono award for humanitarian achievements brings a unique focus to the intersection between science and politics. The outcome we seek is guided by the synthesis principle that underpins the conduct of science itself: successful innovation, where physical assets, knowledge and skills are combined from many sources to move new ideas quickly “from the bench to the bedside,” on behalf of patients everywhere.

THE FIRST TRULY GLOBAL PROGRAM

On September 28, 2010, Prix Galien will convene in New York for its first truly global program, tallying the latest, most promising product innovations across its existing network of 12 countries in Europe and North America, but also including a review of contributions from a new generation of innovators representing diverse sectors in health as well as from the emerging markets of the developing world.

Our theme: better cross cultural contacts, harmonized regulation, internal business process improvements, new information technologies, and effective public-private partnerships can remove barriers to the commercialization of good medicines and expand access to these benefits to all who need them.

2010 will represent a new and exciting stage in the evolution of Prix Galien as the pre-eminent “force populaire” behind the global scientific enterprise. With the support of our sponsoring organizations, our efforts will extend to all who see medical innovation not only as an industrial policy asset but as a source of social progress—where private enterprise and public engagement combine to deliver a greater public good.

We invite all communities with a commitment to the conduct and promotion of life sciences innovation to contribute to this important work.

Who was Galen?

Born in 131AD, Galen (Galien in French) is considered the father of modern medicine and pharmacology. As an anatomist, physiologist, clinician and researcher, his work formed the basis of a school of thought known as “Galenism”, which dominated medicine until the Renaissance. In fact, Galen’s works were used as primary medical reference for nearly two centuries.

Raised in Pergamos, he studied at Smyrna, Corinth, and Alexandria, the three centers of medical excellence in the ancient world. Legend has it that Galen was visited by Aesculapius in a dream and that this inspired the direction of his life. When he was 17, Galen worked as a physician to the gladiatorial school. At the age of 37, Marcus Aurelius summoned him to Rome, where he grew in reputation and stature as a healer, teacher, researcher and writer. His ideas on the functioning of the human body were so well received that he became the personal doctor of young Commodus, the heir to the Emperor. He died in 201AD. During his long and eminent career, Galen completed over five hundred learned works addressing anatomy, physiology, pathology, medical theory and practice, and many forms of therapy. He traveled throughout the world, studying local plants and remedies, eventually describing 473 original drugs and many substances of mineral and vegetable origin.

Importantly, Galen was the first to codify the art of preparing active drugs using multiple ingredients. Galen’s faculties of observation, logic and deduction made him the true successor of Hippocrates, and his declaration that the primary aim of medicine was patient care formed the very cornerstone of modern pharmacy. To quote Jean-Pierre Changeux, “Galen first showed that our mind was in the brain, not in our hearts.” It can be said that this was the beginning of experimental medicine.
PRIX GALIEN INTERNATIONAL

The Prix Galien International Committee is composed of representatives from 12 member nations; Belgium, Canada, France, Germany, Italy, Luxembourg, the Netherlands, Portugal, Spain, Switzerland, the United Kingdom, and the United States of America. The committee operates according to a charter, an excerpt of which is published below:

Article 1. The Galien International Awards for Pharmaceutical Research is organized every two years by one of the member countries of the Prix Galien Awards.

Article 2. Recently marketed drugs that have been granted a national award are eligible to compete in the Galien International Awards. Candidate drugs must in principle be available on the markets of all the countries participating in the Galien International Awards, particularly in the organizing country. If a candidate drug is not yet marketed in the organizing country, the latter reserves the right to request that a country where the selected molecule is marketed host the Galien International Award in its stead. Drugs that do not receive an award may be resubmitted for a future Galien International Award.

Article 3. The organizing country draws up an agenda in collaboration with the Permanent Secretary General who is in charge of dispatching the information to all Prix Galien partners. The Galien partners concerned by the same molecule must submit a common entry. Entries must be submitted in English, with a short resume of one or two pages.

Article 4. The deliberation of the jury and the Galien International Awards Ceremony will take place in a city chosen by the organizing country.

PRIX GALIEN USA

The Prix Galien USA committee will judge which among the candidates, independent of any category, is the Best Pharmaceutical Agent (i.e. small molecule), is the Best Biotechnology Product and which is the Best Medical Technology approved in the USA in the past ten years. As few as one or as many as three prizes may be awarded in each of these two categories, and from time to time the committee may decide on awards hors prix. The prizes are awarded for pharmaceutical science that improves the human
2009 Winners
Best Pharmaceutical Agent: Gleevec - Novartis
Best Biotechnology Product: Nplate - Amgen; Promacta - GSK
Best Medical Technology: Cellsearch - Veridex (J&J)
Pro Bono Humanum Award: Jeffrey Sachs and Barry Bloom

2008 Winners
Best Pharmaceutical Agent: Isentress - Merck; Selzentry - Pfizer
Best Biotechnology Product: Soliris - Alexion; Infuse - Wyeth
Special therapeutic development: Revlimid - Celgene
Pro Bono Humanum Award: Sheldon Segal, distinguished scientist at the Population Council

2007 Winners
Best Pharmaceutical Agent: Januvia - Merck; Chantix - Pfizer
Best Biotechnology Product: Humira - Abbott / Gardasil - Merck
Pro Bono Humanum Award: Dr. Roy Vagelos (for the River Blindness Program)

Since its inception in 1970
THE PRIX GALIEN HALL OF FAME

<table>
<thead>
<tr>
<th>WINNER</th>
<th>No. OF MEDALS</th>
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<tr>
<td>GlaxoSmithKline</td>
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<td>Roche</td>
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<td>Merck-Sharp-Dohme, Novartis</td>
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<td>Pfizer-Wyeth, Sanofi-Aventis</td>
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<td>Sanofi-Pasteur MSD</td>
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<td>Janssen-Cilag</td>
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<td>Bayer-Schering, Bristol-Myers Squibb, Merck- Serono</td>
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<td>Servier</td>
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<td>Abbott, Inserm</td>
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<td>AstraZeneca, Lilly, Schering-Plough, Solvay</td>
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<td>Almirall-Prodesfarma</td>
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<td>Actelion, Alexion, Amgen, Beaufour-Ipsen, Boehringer, Biogen, Cephalon , Procter &amp; Gamble</td>
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<td>Alban Pharma, Baxter, Biocodex, Celgene, Chiron, Ferrer, Genzyme, Guerbet, Institut Santa Creu, Leo, Lundbeck, Menarini, Orphan, Otsuka, Pierre Fabre, Service de Santé des Armées, Swedish Orphan International, Uriach, Viron Therapeutics</td>
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</tbody>
</table>

PRIX GALIEN INTERNATIONAL WINNERS

1990 Paris, France
Zophren, Glaxo-Wellcome

1992 Brussels, Belgium
Neupogen, Roche-Armen

1994 Berlin, Germany
Havrix, SmithKline-Beecham

1996 London, United Kingdom
Risperdal, Janssen-Cilag

1998 Paris, France
Crixivan, MSD; Norvir, Abbott; Invirase, F. Hoffmann - La Roche

2000 Montreal, Canada
Remicade, Schering-Plough

2002 Madrid, Spain
Gleevec, Novartis

2004 Lisbon, Portugal
Fuzéon, Produits Roche

2006 Zurich, Switzerland
Velcade, Janssen-Cilag

2008 Berlin, Germany
Gardasil, Sanofi-Pasteur MSD

2010 New York, USA
And the winner is…

Medal by Albert de JAEGER
The Prix Galien medal was designed by Albert de Jaeger (1908 – 1992), laureate of the Premio Grand Prix de Rome architectural prize. De Jaeger designed medals for prominent figures such as Pope Pius XII (at the Villa Medici, 1937) and Pope Joan Paul II, Presidents Dwight D. Eisenhower and John F. Kennedy, distinguished military leaders including Marshals Leclerc, Koenig, Montgomery, Marshall and Joukov; the Weizmann Institute, as well as numerous artists, literary figures and prominent personalities such as Sacha Guitry, Marcel Proust, Henri de Montherlant, Paul Harris, a number of Nobel Prize laureates, the Empress of Iran SA Farah Diba, Princess Grace of Monaco, and others…

De Jaeger is also the architect of numerous outstanding monuments in France and throughout the world.
FORUM
SEPTEMBER 28, 2010  8:00 AM
ALEXANDRIA CENTER FOR LIFE SCIENCE, NEW YORK CITY

The mission of the Galien Foundation is to serve as a world healthcare forum. The first, major forum will be held at the Alexandria Center for Life Science on the morning of September 28, 2010, and will feature three round table debates focusing on critical, global healthcare issues and challenges.

As a sponsor of the Prix Galien, your company will have an array of opportunities to network with global health care decision makers, policy makers, academicians, and the Prix Galien committees. Collaboration with the Prix Galien allows you to participate in and impact the discussions around the most critical global health care issues.

AWARDS CEREMONY
PRIX GALIEN USA 2010
INTERNATIONAL PRIX GALIEN
SEPTEMBER 28, 2010  6:00 PM
AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK CITY

Situated along Manhattan’s East Side Life Science Corridor in the heart of New York City, the Alexandria Center for Life Science in New York City was created to serve as an international epicenter of collaboration among a diverse group of innovators and entrepreneurial leaders within the life science community. This vast urban science park combines state-of-the-art conference facilities, office and laboratory space with a diverse array of innovative networking environments and shared core services designed to increase productivity, inspire innovation and foster successful future healthcare product pipeline opportunities.
The Governing Council of the Galien Foundation convenes three times a year in the presence of Prix Galien USA Honorary Member, Professor Elie Wiesel. At each of these crucial meetings, a maximum of fifteen decision makers (CEOs, Directors of R&D, economists, political leaders…), gather to debate and reflect upon critical healthcare issues in the United States, and internationally. These meetings are not recorded, and no minutes are taken, with the aim of allowing each participant to express his opinions as freely as possible.

- Participation of your CEO or top executive in two sessions with the Governing Council of the Galien Foundation
- Input in round table topic selection
- Exclusivity in your field for hosting a round table
- 70 day passes
- Participation in the official Prix Galien press conference
- Dedicated relationship manager
- Updated participant lists with contact details
- Private meeting room
- Hosting the lunch
- Logo on delegate bags
- Logo on venue signage
- Use of the Prix Galien brand in all corporate communications
- Right of first refusal for the next event

PLATINUM SPONSOR BENEFITS
$ 155,000

FORUM
ALEXANDRIA CENTER FOR LIFE SCIENCE
NEW YORK CITY

GALA AWARDS CEREMONY
AMERICAN MUSEUM OF NATURAL HISTORY
NEW YORK CITY

- Welcoming cocktail or dessert buffet party
- Personal introduction in advance of the Gala Awards Ceremony
- Special emcee recognition during ceremony
- Emcee citation during ceremony
- Your CEO or top executive will present the International Prix Galien medal* on-stage (5 MINUTES)
- 5 VIP tables
- Corporate clip broadcast throughout venue
- Corporate logo on Banner
- Premium recognition in the media campaign
- Your president’s message or editorial page in the Golden Book
- A diploma and a replica of Galien medal for display
- 4-color corporate spread in Golden Book

ONLINE

- Event video
- Sponsor logo gallery
- E-mail promotions banner ad
- 3 e-mail blasts
- Sponsor logo gallery
- Registration landing page banner ad

Sponsorship Opportunities, restricted to non-competing companies.
The Governing Council of the Galien Foundation convenes three times a year in the presence of Prix Galien USA Honorary Member, Professor Elie Wiesel. At each of these crucial meetings, a maximum of fifteen decision makers (CEOs, Directors of R&D, economists, political leaders...), gather to debate and reflect upon critical healthcare issues in the United States, and internationally. These meetings are not recorded, and no minutes are taken, with the aim of allowing each participant to express his opinions as freely as possible.

FORUM

ALEXANDRIA CENTER FOR LIFE SCIENCE NEW YORK CITY

GALA AWARDS CEREMONY

AMERICAN MUSEUM OF NATURAL HISTORY NEW YORK CITY

GOLD SPONSOR BENEFITS

$ 85,000

ONLINE

Sponsorship Opportunities, restricted to non-competing companies.

Emcee citation during ceremony

Personal introduction in advance of the Gala Awards Ceremony

Your CEO or top executive will present the US Prix Galien Medal* on-stage (3 MINUTES)

3 VIP tables

Corporate clip broadcast throughout venue

Corporate logo on banner

Premium recognition in the media campaign

Priority position 4-color corporate ad in Golden Book

Event video

Sponsor logo gallery

2 e-mail blasts

Sponsor logo gallery

Corporate profile, company logo, link to corporate web site

Participation of your CEO or top executive in one session with the Governing Council of the Galien Foundation

Exclusivity in your field or hosting a round table

30 day passes

Updated participant lists with contact details

Private meeting room

Hosting the coffee breaks

Logo on delegate bags

Logo on venue signage

Use of the Prix Galien brand in all corporate communications
### Silver Sponsor Benefits

**$ 47,500**

**Forum**
- ALEXANDRIA CENTER FOR LIFE SCIENCE
- NEW YORK CITY

- 20 day passes
- Private meeting room
- Hosting the lunch
- Hosting the coffee breaks
- Logo on delegate bags
- Logo on venue signage

**Gala Awards Ceremony**
- AMERICAN MUSEUM OF NATURAL HISTORY
- NEW YORK CITY

- Emcee citation during ceremony
- 2 VIP tables
- Corporate clip broadcast throughout venue
- Corporate logo on banner
- Full page 4-color corporate ad in Golden Book

**Online**
- 1 e-mail blast
- Sponsor logo gallery
- Corporate profile, company logo, link to corporate web site

### Bronze Sponsor Benefits

**$ 27,500**

**Forum**
- ALEXANDRIA CENTER FOR LIFE SCIENCE
- NEW YORK CITY

- 10 day passes
- Logo on delegate bags
- Logo on venue signage

**Gala Awards Ceremony**
- AMERICAN MUSEUM OF NATURAL HISTORY
- NEW YORK CITY

- Emcee citation during ceremony
- 1 VIP table
- Half page 4-color corporate ad in Golden Book

**Online**
- 1 e-mail blast
- Sponsor logo gallery
- Corporate profile, company logo, link to corporate web site
SPONSOR BENEFIT SUMMARY

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<th>FORUM</th>
<th>PLATINUM $155,000</th>
<th>GOLD $85,000</th>
<th>SILVER $47,500</th>
<th>BRONZE $27,500</th>
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<td>Dedicated relationship manager</td>
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<td>Hosting the coffee breaks</td>
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<td>Logo on delegate bags</td>
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<td>Logo on venue signage</td>
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<td>Right of first refusal for the next event</td>
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<td>Your president’s message or editorial page in the Golden Book</td>
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<td>A diploma and a replica of Galien medal for display</td>
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<td>Corporate profile, company logo, link to corporate web site</td>
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Participate in a world-class event with bio-pharma industry leaders (Nobel laureates, top academics, C-level and R&D executives)

PRIX GALIEN INTERNATIONAL

PRIX GALIEN USA

$1,750 - Individual ticket
$15,000 - Table for 10

SUPPORTERS OF THE GALIEN FOUNDATION

$25,000
Table for 10 + Full page ad in Golden Book

ADVERTISING

$7,500
Full page ad in Golden Book

FORUM

$750 - Individual registration

INDIVIDUAL PACKAGE $2,125
Forum + Awards Ceremony

FORUM

$1,750 - Individual ticket
$15,000 - Table for 10

SUPPORTERS OF THE GALIEN FOUNDATION (Industry, not sponsors)

$25,000
Table for 10 + Full page ad in Golden Book

ADVERTISING

$7,500
Full page ad in Golden Book

FORUM $750 - Individual registration

INDIVIDUAL PACKAGE $2,125
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