

News Release
Ovations for the Cure
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OVATIONS FOR THE CURE DONATES OVER \$200,000 TO OVARIAN CANCER RESEARCH

Fashion Show event raises money to benefit research fund

Natick, Mass. – May 7, 2007 – Ovations for the Cure announced today that it is donating the proceeds from its recent Stuart Weitzman Fashion Show and Luncheon to the Madeline Franchi Ovarian Cancer Research Fund at Dana-Farber Cancer Institute to support grants for ovarian cancer researchers.

Held on March 30, 2007, at the Westin Waltham hotel in Waltham, Mass., the second annual Fashion Show and Luncheon raised \$237,794 and was an unprecedented success. Enthusiastic guests were greeted with champagne and raspberries and participated in the event raffle and balloon games that featured prize packages valued at over \$50,000. Once seated, guests were treated to Boston's hottest runway experience, that debuted Stuart Weitzman's spring/summer 2007 shoe and handbag line, with fashion commentary from Jane Weitzman and local entertainment anchor and cancer survivor, Joyce Kulhawik. The sell-out crowd included Myra Kraft, several of the New England Patriots players' wives, and a variety of supporting area business executives.

Honored guests also included Dr. Mariana Castells, Director of the Ovations for the Cure Desensitization Program at Brigham and Women's Hospital and Dr. Ursula Matulonis, Director of Medical Gynecologic Oncology at Dana-Farber Cancer Institute (DFCI). Dr. Matulonis is also Director of the Madeline Franchi Ovarian Cancer Research Fund at Dana-Farber and Medical Advisor to the Board of Directors for the Ovations organization.

"Through crucial support from the Madeline Franchi Ovarian Cancer Research Fund, the Ovarian Cancer Research Program at DFCI has been able to flourish and expand," said Dr. Matulonis. "This latest donation from Ovations for the Cure will allow us to continue critical research projects at a time when government-supported funding is at its lowest ever."

The Madeline Franchi Ovarian Cancer Research Fund has provided the Ovarian Cancer Program at DFCI with seed money to help fund fledgling research projects on ovarian cancer, as well as already established investigators at the Institute who have started

ovarian cancer specific projects. The overarching goal of the program is to develop tools that detect ovarian cancer much earlier while creating treatments that are less toxic. This donation brings Ovations' total funds contributed to The Madeline Franchi Ovarian Cancer Research Fund to over \$400,000 since 2006.

Ovarian cancer ranks fifth in cancer deaths among women, accounting for more deaths than any other cancer of the female reproductive system. It affects nearly 23,000 women per year in the United States and results in approximately 17,000 deaths annually. Known as the "silent" disease, ovarian cancer rarely produces symptoms in the earliest stages and is usually not discovered until it has begun to spread to other parts of the abdomen. To date, there is no effective early detection or testing for ovarian cancer.

About Ovations for the Cure

The Ovations for the Cure Foundation, a 501 (c) 3 not-for profit organization, is dedicated to the relentless pursuit of a cure for ovarian cancer in two critical ways: first by proliferating broad-spectrum awareness of ovarian cancer risk factors and its subtle warning signs; and second, through the continued support of new and ongoing ovarian cancer research and treatment initiatives. For more information about Ovations, please visit www.ovationsforthecure.org.

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