



Press Release

THE MESOTHELIOMA APPLIED RESEARCH FOUNDATION LAUNCHES A NATIONAL CAMPAIGN CALLING FOR INCREASED MEDICAL RESEARCH OF MESOTHELIOMA IN THE WAKE OF THE WORLD TRADE CENTER COLLAPSE.

New York, August 25, 2004 – The Mesothelioma Applied Research Foundation, Inc. (“MARF”), the national nonprofit organization funding research to cure mesothelioma announced today that MARF will launch a direct response advertising campaign targeting the New York tri-state area as well as a select national audience. Beginning September 3, 2004, the campaign aims to raise awareness of the ongoing need to fund medical research of mesothelioma, in light of the significant asbestos exposure that our heroes of 9/11 and tens of thousands of other citizens may have experienced as a result of the World Trade Towers collapse.

“Asbestos exposure can cause mesothelioma, a lethal cancer of the linings of the lungs, abdomen or heart,” says Christopher E. Hahn, MARF’s executive director.” The campaign” he adds, ”seeks to establish MARF’s leading role in the struggle to find effective treatments and a cure for those stricken with the disease”. MARF is also asking the public to support its work through tax-deductible giving.

As widely reported by the New York Times, the New York Committee for Occupational Safety and Health, and Mt. Sinai School of Medicine, the terrorist attack in Manhattan released an estimated 400 tons of asbestos into the air. The impact from the towers’ collapse pulverized the asbestos into tiny, microscopic fibers to which the firefighters, rescue workers and other heroes of 9/11 were exposed, as well as workers, residents and school children who returned to the area in the weeks and months following. Mesothelioma’s latency period ranges from 15-50 years. Given the long latency of the disease, Hahn stressed the importance of funding mesothelioma research now. “For the sake of these heroes, and many other Americans afflicted with this disease, it’s important we move closer to finding effective treatment.”

“After decades of hopelessness, progress against mesothelioma is beginning to be made,” Hahn says. “ We need, however, to accelerate this program now so that we have effective treatments before more of our heroes and others develop mesothelioma.”

For the campaign, MARF has produced a 60 second commercial that describes the need to fund mesothelioma research following the 9/11 tragedy, and MARF’s leadership role in the battle to eradicate the disease for the sake of all who have, or are at risk of developing, the cancer. The spot uses actual New York area firefighters, many of whom served at the World Trade Center site after 9/11, who volunteered to voice MARF’s plea for the public’s financial assistance to support medical research efforts. In addition, the commercial offers donors, for a tax-deductible gift of \$20 or more, a complimentary Artists4Hope “I Love New York” tee shirt.

MARF has purchased several weeks of television time on various news and other cable networks, serving the entire tri-state area. On a national basis, the company has purchased time on a service that segments upscale hotel audience viewing on leading cable networks. Mr. Hahn will also participate in myriad interviews with national and local media.

continued



Press Release

“In the U.S., 2,500 to 4,000 patients are diagnosed with mesothelioma annually. But mesothelioma has yet to find the national spotlight for research and funding. The lack of concern may come from the mistaken belief that the problem will soon go away, since asbestos use in the U.S. was substantially curtailed in the 1970’s. However, with the disease’s long latency period, asbestos exposure from the 1970’s or earlier will likely yield many more cases of mesothelioma through the next two decades,” warns Hahn.

The risk of exposure also continues today in many occupational settings, and in buildings such as homes, offices and schools, in which asbestos was previously used or installed and remains present. “911 is a terrible example of the fact that people are still being exposed to asbestos,” said Hahn.

MARF seeks to eradicate mesothelioma by:

- funding the research which is the most high quality and promising, as determined by mesothelioma scientific and medical experts;
- helping patients obtain information on their treatment options which is completely up-to-date and unbiased;
- and advocating in Washington D.C. for the federal mesothelioma research funding necessary to stop this national tragedy.

“As an IRS certified nonprofit organization, we have no financial or commercial relationship with any drug company, medical center, physician, researcher, law firm or asbestos company (although we seek to involve all these groups in our mission), and our only source of income is voluntary, tax-deductible contributions,” says Hahn.

“I would like to thank the many companies and organizations who joined with MARF in putting together this campaign. Artists4Hope, Southard Communications, the Wayne, New Jersey Fire Company #5, Ted-TV Productions, and many others made significant sacrifices to realize this campaign.” Hahn adds.

About Mesothelioma Applied Research Foundation

The Mesothelioma Applied Research Foundation was formed in late 1999 to restore hope and end the misery for mesothelioma patients and their families. MARF’s mission is to eradicate mesothelioma as a life-ending disease through research, education and awareness. The organization is accomplishing this by collaborating with doctors, scientists, trial lawyers and companies involved in asbestos litigation, labor unions, drug companies, the Government, and mesothelioma patients and family members themselves. These parties may be divided on various issues, but one thing is certain: patients diagnosed with this terrible tumor will not have a realistic hope until we commit the research money necessary to find a cure. For more information about MARF, Inc., visit the website @ www.marf.org. The organization can be reached via telephone at 805.560.8942.

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