



CORPORATE AND INSTITUTIONAL PUBLIC RELATIONS POLICIES

REGISTRATION

Public relations representatives may register for the 2008 Annual Meeting on Molecular Markers in Cancer as regular attendees.

DISTRIBUTING PRESS MATERIALS AT THE MEETING

A table in the News Room will be designated for corporate and institutional press materials created by corporate organizations, cancer centers and patient advocates. Registered journalists attending the meeting will have daily access to these press materials. To submit press releases to the News Room, the following criteria must be met:

- Press releases must directly relate to abstracts being presented at the 2008 Annual Meeting on Molecular Markers in Cancer.
- Press releases must prominently display the corresponding abstract number(s) at the top of the first page.
- Promotional/marketing materials (corporate reports, product promotions, giveaways) will not be accepted.
- Press materials must be delivered in person to the News Room during operational hours
- Press materials for review or delivery prior to the meeting will not be accepted.
- Up to 25 copies of a news release can be accepted
- The logos of the meeting's co-sponsors and/or graphic representations of the meeting's official name may not be used without written permission.

The 2008 Annual Meeting on Molecular Markers in Cancer does not endorse corporate or institutional press releases and will display these materials strictly as third-party literature.

Dissemination of literature in the areas outside the News Room is strictly prohibited. Please see Conduct Regulations for further information.

EMBARGO POLICY

News media are required to abide by the embargo and confidentiality policies governing the 2008 Annual Meeting on Molecular Markers in Cancer. **The embargo on all meeting abstracts will lift at 6:00 PM ET on October 28, 2008**, and the abstracts will be made publicly available on www.asco.org at that time.

If study results are reported prior to the embargo date and time, the abstract is subject to penalty including removal from the meeting. This Embargo Policy covers all abstracts accepted as part of the 2008 Annual Meeting on Molecular Markers in Cancer regardless of whether information is obtained from another source.

HOSTING MEDIA EVENTS

Organizations planning media events surrounding the 2008 Annual Meeting on Molecular Markers in Cancer such as press conferences, satellite media tours and/or social events are required to complete an application online at www.asco.org/eventrequest by Wednesday, October 8, 2008 at 5:00 PM ET.

Please note that companies sponsoring satellite symposia during the meeting are not permitted to promote these events to members of the press.

RECORDING (AUDIO, VIDEO, AND STILL PHOTOGRAPHY)

Any photography, filming, taping, recording, or reproduction in any medium, including via the use of tripod-based equipment, of any of the programs and/or posters presented at the 2008 Annual Meeting on Molecular Markers in Cancer without the express written consent of the American Society of Clinical Oncology

is strictly forbidden. Exceptions to this policy prohibition include non-flash photography and audiotape recording—using hand-held equipment—for strictly personal and noncommercial use, which are permitted if not disruptive.

IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

Public relations representatives are expected to be respectful of reporters' needs and deadlines and are strictly prohibited from congregating, disseminating material, or engaging in media relations activities outside the News Room. Representatives may leave a message for a journalist by providing their name, affiliation, and contact number to a News Room representative.

For security reasons, the 2008 Annual Meeting on Molecular Markers in Cancer badge will be required for admittance to all events. Please wear your badge so that it can be easily seen at all times. Lost badges should be reported to the Registration staff immediately. The following badge policies will be in effect throughout the meeting.

1. The 2008 Annual Meeting on Molecular Markers in Cancer badge is the sole property of the meeting co-sponsors.
2. The badge is nontransferable.
3. False certification of individuals as paid meeting attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any meeting event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved and expelling all parties involved from the meeting without obligation on the part of the meeting co-sponsors for refund of any fees.

In addition, individuals who are part of the 2008 Annual Meeting on Molecular Markers in Cancer may not engage in any demonstrations or other behavior that the meeting co-sponsors deem to be potentially disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future Molecular Markers Meetings. Any person who is dismissed from the meeting may request that the meeting co-sponsors review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless the meeting co-sponsors issue a contrary decision.

PLEASE NOTE

Co-sponsors of the 2008 Annual Meeting on Molecular Markers in Cancer reserve the right to bar from this and future meetings any representative who fails to adhere to these policies or who misuses his/her media privileges to engage in activities other than journalistic pursuits. The meeting has been designated smoke-free, which applies to all meeting areas, including the News Room. No persons under the age of 17 will be admitted to any official meeting function.

Media unable to attend the meeting may access the 2008 Annual Meeting on Molecular Markers in Cancer press kit at www.asco.org/MMMpresskit08.

For questions, please contact the Dan Sweet at:

Phone: 571-483-1355

E-mail: dan.sweet@asco.org