

2008 BREAST CANCER SYMPOSIUM MEDIA POLICIES AND REGISTRATION FORM

I. MEDIA POLICIES

EMBARGO POLICY

News media are required to abide by the embargo and confidentiality policies governing the Breast Cancer Symposium:

The embargo for all abstracts accepted to the 2008 Breast Cancer Symposium will lift at 6:00 PM ET on Wednesday, September 3, 2008. These abstracts will be made available at www.asco.org.

This Embargo Policy covers all abstracts accepted as part of the Symposium regardless of whether information is obtained from another source.

CONFIDENTIALITY POLICY

Journalists may not use information provided on an embargoed basis to:

- Make the information public, or provide it to others who may make it public
- Publish the information, or provide it to others who may publish it
- Use the information for trading in the securities of any issuers, or provide it to others who may use it for securities trading purposes.

ELIGIBILITY REQUIREMENTS

Journalists employed by news organizations attending the meeting for the purpose of editorial coverage will be granted media credentials. Journalists are required to submit appropriate media credentials as part of their registration application including a photocopy of official press credentials, a letter of assignment from the media organization being represented, two bylined medical/health/science articles published within the last six months, coverage from the previous year's meeting (if applicable), and a copy of the publication. (Business cards or membership cards from news media, communications, or writers' organizations are not sufficient to establish eligibility.)

Journalists credentialed for the 2007 Breast Cancer Symposium who are requesting 2008 credentials for the same media outlet are required to submit coverage of the 2007 meeting, but are not required to submit two recent bylined medical/health/science articles.

Journalists must work exclusively for the media outlet for which they are credentialed (please see exception under Freelance Journalists below). Journalists who use their media privileges to work for non-credentialed organizations will have their media privileges revoked for a period of one year.

Please be advised that registration forms sent without supporting documents and information will *not* be reviewed or approved.

Due to space and resource limitations, registration is limited to one representative per media outlet, unless otherwise noted. Registered media are not eligible for continuing education credit.

Companies or organizations producing publications, videos, and other products intended for marketing, advertising, financial analysis, or public relations purposes may not register as media. Financial analysts; sales, advertising, or marketing representatives; public relations personnel; book publishers and book authors; and individuals from communications, print, and online promotion services may not register as media, but are welcome to register as regular attendees.

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 Breast Cancer Symposium 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.

II. SPECIFIC NEWS MEDIA POLICIES

MEDICAL JOURNALS

Medical journals that provide original editorial news content and that meet the criteria below are eligible to register one journalist to cover the Annual Meeting:

1. The journal must have a regular editorial news section.
2. The journal must be peer reviewed and publish original manuscripts.
3. The journal must issue an official letter of assignment for registration.

Medical journals meeting criteria 2 and 3 above that publish original, supplemental, editorial meeting coverage (that, if sponsored, has more than one sponsor) are also eligible to register one journalist.

Professional societies and their informational products (other than medical journals meeting the criteria above) do not qualify as news media. Professional society representatives are welcome to register as regular attendees.

TRADE PUBLICATIONS

General medical/health/science trade publications are eligible to register one journalist. Oncology-specific trade publications that do not have a CME component are eligible to register up to two journalists.

PUBLICATIONS WITH A CME COMPONENT

Publications that provide CME within their issues, supplements, or online must meet the following criteria in order to register as media:

1. Must have multiple sponsors (no single-sponsored publications).
2. Must have complete editorial freedom from sponsors.
3. Must produce at least a 2:1 ratio of editorial coverage to CME.

FREELANCE JOURNALISTS

Freelance journalists are required to submit an official letter of assignment from a news organization, two bylined medical/health/science articles published within the last six months, and coverage from the previous year's

meeting (if applicable). A copy of the publication and proof of editorial freedom from funding sources are required to establish media status for registration. (Single-sponsored publications are not eligible for media registration.) Publications are eligible to register one journalist, unless otherwise noted.

Journalists must work exclusively for the media outlet for which they are credentialed. *Exception: Freelance journalists may work for additional clients provided they confirm with in advance that those clients are credentialed.* Freelance journalists who use their media privileges to work for non-credentialed organizations will have their media privileges revoked for a period of one year.

BROADCAST MEDIA

Broadcast media organizations (TV or radio) are eligible to register one representative and must abide by the policies in the Video, Photography, and Audio Recording section.

Production companies and documentary film crews that wish to register as media must submit a written request at least one month in advance of the meeting. Requests will be evaluated on a case-by-case basis and must include:

1. Information on the production company
2. A film/documentary treatment
3. Marketing and distribution plans
4. Information on sponsors (no single-sponsored films considered)

ONLINE MEDIA

Online publications that meet the criteria below are eligible to register one representative:

1. The website must provide original editorial news coverage.
2. Editorial content must be independent of advertising and sponsorship.
3. The site and its content must be overseen by an editorial board.
4. Advertising must be clearly identified as such.
5. If the website is sponsored, there must be multiple sponsors; all sponsors must be clearly identified as such on the website.
6. Personal websites do not qualify for media registration.
7. Online media are not considered separate from their parent media companies for purposes of media registration.

NEWSLETTERS

Newsletters that are widely published and publicly available, and that primarily cover cancer news, are eligible to register one journalist.

Investment newsletters are not eligible for media registration.

Representatives must submit two issues of the newsletter, each containing at least one bylined medical/health/science article, and coverage from the previous year's meeting (if applicable). Proof of editorial freedom from funding sources will be required to establish media status for registration. (Single-sponsored newsletters are not eligible.)

Patient advocacy organizations registered to attend the meeting that publish a newsletter meeting the criteria above are welcome to send one representative to attend News Briefings to provide editorial coverage of the meeting.

IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

For security reasons, the 2008 Breast Cancer Symposium 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 Symposium.

1. The 2008 Breast Cancer Symposium badge is the sole property of the Symposium co-sponsors.
2. The badge is nontransferable.

3. False certification of individuals as paid Symposium attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Symposium 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 Symposium without obligation on the part of the Symposium co-sponsors for refund of any fees.

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

PLEASE NOTE

Co-sponsors of the Breast Cancer Symposium 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 Symposium 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 Symposium function.

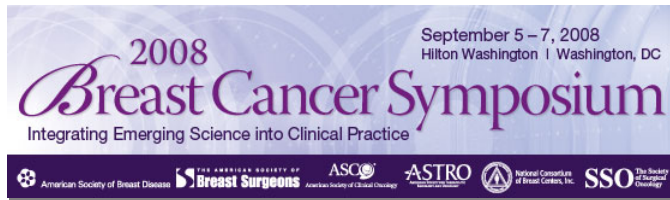
Media unable to attend the meeting may access the Breast Cancer Symposium press kit at www.asco.org/BCSpresskit08 at the time of embargo lift.

For questions, please contact the ASCO Communications Department at:

Phone: 571-483-1365

FAX: 703-350-4489

E-mail: mediaregistration@asco.org



MEDIA HOUSING AND REGISTRATION FORM

CHECK ALL THAT APPLY:

- Newspaper Magazine Radio Television Freelance Wire Service Newsletter Internet Publication Medical Education Co.

COMPLIMENTARY MEDIA REGISTRATION: On-site check-in and registration will begin at 6:30 AM, Friday, September 5, 2008 in the Military Room at the Hilton Washington.

Please print legibly

First Name _____ Middle Initial _____ Last Name _____

Title _____ Media Outlet _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Telephone _____ Fax _____

E-mail Address _____ Website _____

HOUSING RESERVATIONS: DEADLINE – 11:59 PM EASTERN TIME ON FRIDAY, AUGUST 1, 2008

Housing Request Forms received after 11:59 PM Eastern Time on August 1, 2008 will be processed on a space-available basis and may be subject to higher rates. The Breast Cancer Symposium Housing Center will fax or e-mail confirmation to you after receipt of your Housing Request Form. Please allow a minimum of five business days for processing.

Arrival Date _____ Departure Date _____

Sharing room with _____

Omni Shoreham	2008 Breast Cancer Symposium Room Rate and Room Type Selection
2500 Calvert St, NW	\$249 (Plus applicable state/local taxes (currently 14.5%) and service fees in effect at the time of check-in)
Washington, DC 20008	<input type="checkbox"/> Single (one person, one bed) <input type="checkbox"/> Double (two people, one bed) <input type="checkbox"/> Double/Double (two people, two beds)
Phone:+1-202-234-0700	<input type="checkbox"/> Non-smoking <input type="checkbox"/> Smoking
Shuttle service will be provided to the Hilton Washington	<input type="checkbox"/> Facilities for persons with disabilities required
	Special Requirements/Needs _____

Room types are not guaranteed. Taxes are subject to change. The hotel may charge an early departure fee, if departure date is changed after check-in.

HOUSING PAYMENT

- All hotel reservations must be guaranteed by a major credit card. Forms submitted without a credit card number will be returned.
- If you are sending your housing reservation form by fax, do not mail this form, as duplicate billings will result.
- You will be asked to provide a credit card at check-in; the credit card provided at check-in will be used as payment for your stay.
- Please provide the following required information below; the credit card provided here will only be used to guarantee your reservation.

- American Express MasterCard Visa Discover Diners Club

Credit Card Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

CHANGE/CANCELLATION POLICY

All reservation changes must be submitted in writing (by fax at 703-818-6425 or by e-mail at bcshousing@jspargo.com) to the Breast Cancer Symposium Housing Center by 11:59 PM Eastern Time on Wednesday, August 27, 2008. Changes and cancellations cannot be made on Thursday, August 28, 2008, due to the transition of the room reservations from the Housing Center to the hotel. Beginning on Friday, August 29, 2008, you must contact the hotel directly to change or cancel your reservation. If you need to cancel your reservation, you must do so 72 hours prior to your scheduled arrival. If you do not cancel your reservation or if you cancel less than 72 hours prior to your scheduled arrival, your credit card will be charged a fee equal to one night's room fees plus taxes and fees.

I HAVE READ AND AGREE TO ABIDE BY THE CONFIDENTIALITY AGREEMENT AND ALL MEDIA AND EMBARGO POLICIES GOVERNING ASCO'S 2008 BREAST CANCER SYMPOSIUM. I ALSO CERTIFY THAT THE STATEMENTS ABOVE ARE TRUE AND ACCURATE.

Signature: _____ Date: _____

To REGISTER: Submit this signed, completed form with all necessary documentation.

FAX: 703-350-4489

REGISTRATION QUESTIONS: 571-483-1365 or 571-483-1366 or mediaregistration@asco.org

FOR ASCO USE ONLY Approval Date _____ Hotel Conf. Number _____