

**The G&P Foundation For Cancer Research Presents Dr. Daniel Vasella, Novartis  
Chairman & Ceo, With The Distinguished Industry Leader Award**

**NEW YORK, NY**— Daniel Vasella, MD, Chairman and CEO for Novartis, one of the world's largest pharmaceuticals companies, will be honored with The G&P Foundation for Cancer Research's Distinguished Industry Leadership Award, as announced today by Denise Rich and Philip Aouad, founders of the G&P Foundation. "We are so pleased to have one of the world's leaders in cancer drug research, joining forces with us to eliminate cancer," said Rich and Aouad. Actress Jane Seymour will present the award to Dr. Vasella during *THE ANGEL BALL*, which will be held at the New York Marriott Marquis on Thursday November 30, 2000. Other awardees include Her Majesty Queen Noor of Jordan, Former Soviet President Mikhail Gorbachev and Sir Paul McCartney.

Novartis has made significant contributions to the oncology community and its most recent experimental agent –called STI571 – represents new hope for leukemia patients worldwide. STI571 is a targeted therapy for treating certain forms of the disease and has shown great promise in clinical trials to date. After the significant potential impact of the drug on patients was evident, Novartis, under the direction of Dr. Vasella, immediately shifted company resources to expedite the drug's development and production.

"The dedication of Novartis employees throughout the company kept patients' needs at the heart of our efforts, and enabled us to greatly accelerate our clinical trial program for STI571. We formed a true partnership between Novartis, patients, physicians and policy makers who all worked together toward one goal to get STI571, a potentially life-saving medication, to CML patients most in need," said Dr. Vasella.

Because of the great unmet medical need, Dr. Vasella and Novartis accelerated the development of this drug well before such massive company commitments are usually made. The agent continues to show significant promise and the company is focusing its efforts on bringing the drug to market next year – a full two years ahead of its original schedule.

Novartis is a world leader in healthcare with core businesses in pharmaceuticals, consumer health, generics, eye-care, and animal health. In conjunction with the discovery and development of innovative pharmaceuticals, Novartis is committed to social responsibility as an integral part of the company's philosophy. Novartis believes in strengthening community ties and providing employees with opportunities to give something back to their community. In recognition of his efforts in this area, Dr. Vasella -- a physician by training – was recently awarded the Appeal of Conscience Award from the The Appeal of Conscience Foundation in recognition of his global commitment to furthering the quality of life, peace and tolerance. He also recently received the International Peace builder Award from the Shimon Peres Center for Peace.

In 1999 the G & P Medical Advisory Board approved \$1.4 million in "G&P Medical Research Awards." Projects from the following institutions were approved for funding: University of Rochester Medical Center; University of Pennsylvania Medical Center; Stanford University; University of Texas M.D. Anderson Cancer Center; University of Michigan; St. Jude Children's Research Hospital; Harvard University Children's Hospital and University of Arizona, Foundation for Integrative Medicine.

Denise Rich and Michele Laurent Rella will serve together as Gala Chairs and this year's *ANGEL BALL* which will be co-produced and directed for the second year by Scott Mauro of Vision Merchant Productions, Inc. and Peter Herman of Event Partners Incorporated. For information on how to purchase tickets to *THE ANGEL BALL*, please contact Inez Weinstein Special Events at (212) 614-0400.

**The G&P Foundation** was established in 1996 by songwriter Denise Rich and her son-in-law Philip Aouad, in memory of Denise's daughter Gabrielle Rich Aouad, who died at age 27 from AML Leukemia. The G& P Foundation's primary goal is to save lives by funding basic and clinical medical research in both conventional and integrative disciplines which focus on prevention, treatments and quality of life issues of leukemia, lymphoma and related cancers.