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## **BIO CEO & Investor Conference to Highlight Policy and Regulatory Changes Needed to Encourage Innovation**

WASHINGTON, D.C. (February 6, 2008) -- Policy, new technology, and regulatory and reimbursement issues are just a few of the topics to be examined at the 2008 BIO CEO & Investor Conference. Hosted by the Biotechnology Industry Organization (BIO), the tenth annual investor conference will take place Feb. 11-13, 2008 at the Waldorf=Astoria Hotel in New York City.

“This conference provides a unique opportunity for investors and executives to discuss the topics they face on a daily basis,” said Alan Eisenberg, executive vice president, Emerging Companies and Business Development at BIO.

The program will offer six roundtable sessions on a number of compelling topics affecting the biotech industry today, including:

- **From the Hill to the Street - Examining Policy Issues in Biotech** – Current regulatory issues in Congress; creating a policy agenda to ensure Street support for biotech. Panelists include John Swen, Pfizer; Nick Littlefield, Foley Hoag; Hany Awadalla, Collins Stewart; Alan Eisenberg, executive vice president, Emerging Companies and Business Development, BIO.
- **A Primer on Post Approval Regulatory and Reimbursement Issues** –New requirements for post-marketing studies under the Risk Evaluation and Mitigation Strategy; effects on timing, uptake and profitability of a new drug launch in a constantly changing reimbursement landscape. Roundtable participants include David Blazczak, Stanford Group and Mike McCaughan, RPM Report.
- **Valuing a Technology Platform** – Drivers that keep technology platforms ranging from new drug discovery landscapes to new tools, technologies or diagnostics that make drugs better or enhance the discovery process. The session will be moderated by Adam Goldston, Sr VP, Investment Banking, Jefferies & Co. with panelists Mark Edwards, Managing Director, Recombinant Capital; Stephen Hoffman, Managing Director, Skyline Ventures; Stephen Keane, Sr. VP business development, Ambit BioSciences; Greg Wiederrecht, Ph.D., Vice President and Head of External Scientific Affairs, Merck.

In addition to the roundtable sessions, this year’s conference will feature corporate presentations from more than 200 hundred companies (approximately 80% public, 20% late-stage private), ten therapeutic workshops, plenary sessions on business issues and industry trends, one-on-one meetings, as well as numerous networking opportunities. The

conference is designed to foster a dialogue between institutional investors and senior biotechnology executives about emerging and current investment opportunities.

For more information on the BIO CEO & Investor Conference, please visit <http://ceo.bio.org>. Advance media registration is available at <http://ceo.bio.org/opencms/ceo/2008/registration/MediaRegistration.jsp> until Wednesday, February 6, 2008.

### **Upcoming BIO Events**

- **BIO CEO & Investor Conference**  
February 11-13, 2008  
New York, NY
- **Partnering for Global Health**  
March 10-12, 2008  
Washington, DC
- **BIO-Europe Spring**  
April 7-9, 2008  
Madrid, Spain
- **BIO National Venture Conference**  
April 22-23, 2008  
Boston, Mass.
- **World Congress on Industrial Biotechnology & Bioprocessing**  
April 27-30, 2008  
Chicago, Ill.
- **2008 BIO International Convention**  
June 17-20, 2008  
San Diego, Calif.

### **About BIO**

BIO represents more than 1,150 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology technologies. BIO also produces the annual BIO International Convention, the world's largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world.

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