



June 26, 2013:

Melanoma Research Alliance Rings Closing Bell at New York Stock Exchange (NYSE)

The Melanoma Research Alliance (MRA) rang the closing bell on the NYSE trading floor on Tuesday, June 25. Surrounded by MRA leadership and supporters, MRA Co-Founder and Chair Debra Black presided over the ceremony, which signaled the end of the day's trading.

Tuesday's closing bell ceremony builds on the visibility and momentum of MRA and the greater melanoma treatment space. In May, MRA was at the forefront of Melanoma Awareness Month, raising the profile of melanoma and sun safety with our many corporate and non-profit allies. The month concluded with a successful Leveraged Finance Fights Melanoma event that drew more than 800 professionals from the leveraged finance community and adjacent industries. The event brought in more than \$1.2 million to support MRA's melanoma research programs.

The past month has also seen amazing progress in the melanoma treatment space; two new melanoma therapies and a companion diagnostic test were approved, bringing a total of four new therapies to melanoma patients since 2011. Additionally, melanoma was a hot topic at this year's American Society of Clinical Oncology (ASCO) meeting, with promising results from several investigational immunotherapies and combinations of treatments presented.