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**PRESS RELEASES**

**LAF Endows \$1.5M Chair at IU Oncology Thursday, October 27, 2005**

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**LANCÉ ARMSTRONG FOUNDATION ESTABLISHES ENDOWED CHAIR IN ONCOLOGY AT INDIANA UNIVERSITY**

Lawrence H. Einhorn, M.D. to be named first LAF Chair

AUSTIN, Texas — October 27, 2005 — When 25-year-old Lance Armstrong, already a world-class cyclist, was diagnosed with an aggressive form of testicular cancer in 1996, he sought a pioneering treatment at Indiana University Cancer Center (IUCC). While at IUCC, Armstrong was a patient of Lawrence H. Einhorn, M.D., a leading clinical oncologist and Indiana University Distinguished Professor. Einhorn is credited with curing testicular cancer, which affects one in 500 men.

Today, the Lance Armstrong Foundation (LAF) is pleased to both honor Einhorn and to inspire future innovations in cancer treatment through the establishment of the Lance Armstrong Foundation Chair in Oncology at Indiana University. Funded through a \$1.5 million endowment, the chair will support the research and scholarly needs of the chair holder and provide seed money for programmatic development and growth.

"This endowed chair provides permanent and visible recognition of Dr. Einhorn's extraordinary contribution to cancer patients and the medical discipline of oncology," said Mitch Stoller, LAF President and Chief Executive Officer. "We are pleased to award \$1.5 million to Indiana University to aid in the efforts of researchers and clinicians to improve the quality of life of cancer patients."

"Words cannot express the deep gratitude, joy and excitement I felt upon learning of the Foundation's gift," said Einhorn, who treats about 100 patients annually and conducts research on improving patient therapies. "Cancer is a scary diagnosis for anyone, but Lance, through his personal advocacy and the work of the Lance Armstrong Foundation, has given hope to millions of survivors. This extraordinary gift



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will enable us to transform that hope into real results for people battling cancer.”

Einhorn is most widely known for his 1974 work on a revolutionary new chemotherapy regimen that increased the testicular cancer cure rate from 10 to 95 percent. In addition to his work with testicular cancer, Einhorn also is an internationally recognized authority on other types of urologic cancer, lung cancer and certain other tumors. He has published hundreds of articles and has received numerous prestigious awards including the American Association for Cancer Research Richard and Hinda Rosenthal Award and the American Society of Clinical Oncology Karmofsky Award. He also has received the General Motors Kettering Award for Cancer Research and the American Cancer Society Medal of Honor.

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#### **About the Indiana University School of Medicine**

The IU School of Medicine is home to the IU Cancer Center, one of 60 elite cancer research centers nationally as designated by the National Cancer Institute. Einhorn is one of 160 researchers and physicians who comprise membership at the center.

#### **About the Lance Armstrong Foundation**

The Lance Armstrong Foundation (LAF) believes that in your battle with cancer, unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis we provide the practical information and tools you need to live strong. We serve our mission through public health, advocacy, research and education, including the LIVESTRONG™ Resource for Cancer Survivors. The LAF was founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and is located in Austin, Texas. For more information, visit [livestrong.org](http://livestrong.org).

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