Advaxis to Host Dinner Reception For Members of the Gynecologic Oncology Group (GOG)

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Event to Detail Phase I/II Results of Company's Lead Cervical Cancer Vaccine Invitation Open to Physicians Attending GOG Semi-Annual Meeting January 24 - 26, 2008

Advaxis, Inc. (OTCBB: ADXS, http://www.advaxis.com [2]), a member of the Gynecologic Oncology Group (GOG), will host a dinner on Friday, January 25, 2008 to detail its Phase I/II data for its cervical cancer vaccine, Lovaxin C and review a phase II protocol with the Members of the Cervix and Vaccine Committees in attendance. The GOG is holding its semi-annual meeting this year at the Manchester Grand Hyatt in San Diego, CA, from January 24-26.

Gynecologic Oncology Group, a therapeutic clinical research group of the National Cancer Institute (NCI) has agreed to conduct and help fund a future Phase II trial of Lovaxin C. Advaxis recently reported positive Phase I/II data for Lovaxin C, its first-in-man trial of a live Listeria vaccine. The Phase I/II trial was testing Lovaxin C in advanced cervical cancer patients. Lovaxin C is being developed by Advaxis as an immunotherapy that is intended to treat patients with cancers that result from human papilloma virus (HPV), including cervical cancer and head and neck cancer.

Vice President of Clinical Development for Advaxis, John Rothman stated, "Hosting this event not only gives us the opportunity to obtain valuable perspective from the opinion leaders in this area, but also enables these researchers to provide guidance on how to maximize the scientific value of our next trial. That input will be a key step towards submitting the IND for this trial to FDA."

For more information, please contact Thomas Moore, Chairman and CEO at Advaxis.

About GOG

The GOG is one of the NCI's funded cooperative cancer research groups and the only group which focuses its research on women with pelvic malignancies, such as cancer of the ovary, uterus, and cervix. The GOG's main objective is to test new ideas for prevention of female pelvic malignancies and management of patients with such malignancies. Currently over 3,300 patients are registered each year to GOG research trials. To date, GOG has completed over 300 clinical trials and contributed over 550 manuscripts to the peer reviewed medical literature.

About: Lovaxin C Vaccine

Based on over a decade of work in the laboratory of Dr. Yvonne Paterson at the University of Pennsylvania, the Company's broadly enabling Listeria technology platform uses modified Listeria monocytogenes to deliver a tumor-specific antigen fusion protein. Listeria has the ability to generate a robust immune response and produce an unusually strong and effective therapeutic immune response to existing cancers and other diseases affecting many related immune mechanisms simultaneously and in an integrated fashion. 'Advaxis' Listeria-based technology not only generates an unusually profound cytotoxic immune response capable of killing cancer cells, but the Company's proprietary antigen fusion protein technology minimizes the suppressive effects of regulatory T cells that appear to inhibit many vaccines, and also creates a local tumor environment conducive to the therapeutic effects of the activated tumor killing cells. Unlike current products on the market, which are ineffective in women already infected with HPV, which causes cervical cancer, Lovaxin C is designed to treat women who have already developed cervical cancer as a result of the HPV infection.

About Advaxis, Inc.

Based in North Brunswick, New Jersey, Advaxis is developing proprietary Listeria cancer vaccines based on technology developed by Dr. Yvonne Paterson, professor of microbiology at the University of Pennsylvania, and chairperson of Advaxis' Scientific Advisory Board. Advaxis is developing therapeutic cancer vaccines that enhance the immune system's cancer-fighting abilities through its proprietary Listeria monocytogenes based system, which utilizes multiple simultaneous immunological mechanisms to develop safer and more effective Listeria based cancer vaccines. Advaxis is the exclusive licensee of a patented broadly enabling Listeria platform technology that can elicit effective anti-tumor responses. Advaxis' lead Listeria vaccine candidate, Lovaxin C, targets cervical and head and neck cancers. Further Listeria vaccines in development target breast, ovarian and lung cancers. Advaxis has entered a Phase I/II clinical trial. The Listeria platform will also have applications in the fields of infectious disease and autoimmune disorders.

Forward-Looking Statements

Certain statements contained in this press release are forward-looking statements that involve risks and uncertainties. The
statements contained herein that are not purely historical are forward looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements deal with the Company's current plans, intentions, beliefs and expectations and statements of future economic performance. Forward-looking statements involve known and unknown risks and uncertainties that may cause the Company's actual results in future periods to differ materially from what is currently anticipated. Factors that could cause or contribute to such differences include those discussed from time to time in reports filed by the Company with the Securities and Exchange Commission. The Company cannot guarantee its future results, levels of activity, performance or achievements.