



CELERA GENOMICS (CRA) AND SEATTLE GENETICS (SGEN): Collaboration is the name of the new strategy that will be the only possible avenue - the road to making sense out of the genomics age. In implementing the collaboration agreement established last year between Celera Genomics and Seattle Genetics, Celera's responsibility is to discover targets for treatments and deliver them to Seattle Genetics for further confirmation and for therapeutic development. Celera did its job. It discovered and selected a tumor surface antigen target and handed it to Seattle Genetics to develop the drug.

Combination of proprietary technologies of target discoveries and drug development has become increasingly indispensable for the genomics firms and drug development firms to benefit most from the genomics revolution and the new drug development capabilities. The genomics firms that sit on top technologies have yet to begin eating the beef. In this model of cooperation, Celera represents the genomics power of discovery and Seattle Genetics provides the capability of developing the monoclonal antibody or monoclonal antibody linked to potent cell-killing payloads utilizing its antibody-drug-conjugate (ADC) technology.

This news might not be interesting to some investors who want to hear only about drug approval and earnings per share. But it is important for those who look for strategies that would take the genomics revolution from research into clinical medicine, which is the big dream we live in now and hope it becomes reality.

SERONO (SRA) AND GENMAB (GEN): Another type of agreement took place between these two firms who put together **technological capability and marketing capability**. Genmab offered Serono exclusive worldwide rights to develop and commercialize its **HuMax-CD4** - a fully human monoclonal antibody in Phase 3 trials for the treatment of cutaneous and non-cutaneous T-cell lymphomas. The millions of dollars offered to Genmab, in addition to Serono buying into its stock will fuel Genmab's productivity. For Serono, it is an opportunity to add another promising drug to its pipeline. This is promising news.

A DRUG ON THE RISE

GENENTECH (DNA) AND BIOGEN IDEC (BIIB) AND ROCHE: The miracle drug is **Rituxan** and the developers and European distributor have asked the FDA to approve it for another use to be added to the drug's multiple indications. Intermediate-grade or **aggressive non-Hodgkin's lymphoma** is the added targeted disease, which is a different form of lymphoma than the ones the drug is currently approved to treat. Eligible patients are those who have not yet been treated.

PROHOST RESEARCH
P.O. BOX 640 429
Oakland Gardens, Ny 11364
Telephone : 516 678 1335
Fax 718 423 2731
E-mail prohost@aol.com.

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