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PRESS RELEASE

**UnlockingBrainTumors.org, Not For Profit Organization Formed
to Increase Brain Tumor Awareness and Fundraising,
Raises First \$50,000 in Contributions**

HOLLAND, MI, January 18, 2007 – UnlockingBrainTumors.org, a Not for Profit dedicated to raising and distributing funds for the continued research into brain tumors, today announced it has surpassed \$50,000 in donor contributions since its inception. The organization was launched in September of 2007 by Stephen Coffman, a former business leader who left the human resources marketplace after being diagnosed with cancer and was subsequently diagnosed with a brain tumor. Contributions to UnlockingBrainTumors.org are tax deductible, as the organization was designated a 501(c)3 public charity in November of 2007.

“We are very proud of achieving this milestone”, said Coffman, “and we look to build on our early fundraising success. The support of our charter donors is truly appreciated, and in line with our mission, we are rapidly deploying the proceeds to our lead beneficiary, the Musella Foundation”. The Musella Foundation For Brain Tumor Research & Information is the organization’s lead beneficiary. The Musella Foundation, based in Hewlett, NY and operated by Al Musella, is a non-profit organization dedicated to improving the quality of life and survival times for brain tumor patients by using computer technology to track brain tumor clinical trials, streamline the flow of information, organize the brain tumor community and raise money for brain tumor research. It operates www.virtualtrials.com, and has worked tirelessly and successfully to bring attention to clinical trials, patient outcomes, research, letter writing campaigns for expanded treatment options, and a great many other contributions to the community. Coffman indicated that the \$50,000 milestone includes contributions that were made through his network to The Musella Foundation prior to the formal organization of UnlockingBrainTumors.org.

In addition to its lead beneficiary, UnlockingBrainTumors.org will also work closely with leading members of the brain tumor community, including The International Brain Tumour Alliance, The American Brain Tumor Association, The Brain Tumor Society, the National Brain Tumor Foundation, the Pediatric Brain Tumor Foundation and many others.

UnlockingBrainTumors.org has an ambitious fundraising goal of \$53 million dollars, and is underway on a variety of strategies for hitting its goals, including targeted solicitation campaigns, planning of awareness and fundraising events, continual exposure to mainstream media and the cancer campaign, and other strategies and partnerships.

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For More Information, Please Contact:

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Unlocking A Mystery, Increasing Survival and Hope