

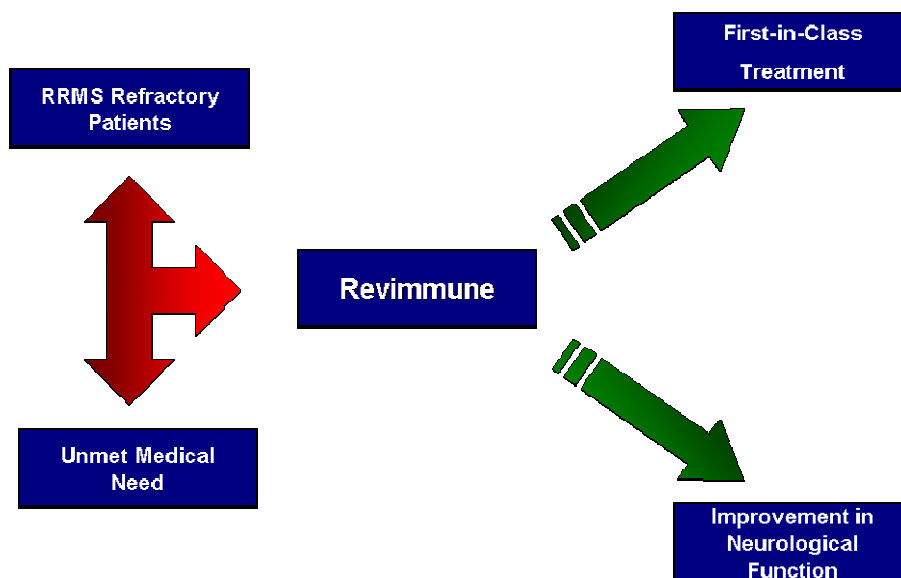
**2007 North American Multiple Sclerosis Product Innovation of the Year Award****Accentia Biopharmaceuticals**

The 2007 Product Innovation of the Year Award for the Multiple Sclerosis (MS) Market is presented to Accentia Biopharmaceuticals for their late stage product Revimmune. Revimmune is a phase 3 drug that is being developed as the first in class therapy to restore neurological function in patients with relapsing remitting multiple sclerosis.

**Innovative Therapeutic Approach**

Accentia has adopted an innovative therapeutic approach to address a significant unmet medical need – the lack of effective therapies that restore neurological function. The primary endpoint for Revimmune is the restoration of neurological function, which is a paradigm shift from traditional therapies that focus on reducing relapses.

Chart 1.1 shows the market positioning of Revimmune in the U.S. in 2007.



In preliminary trials, Revimmune has shown a dramatic improvement in neurological function in refractory MS patients, making it a significantly improved option for patients. The mechanism of action of Revimmune is highly innovative, focusing on eliminating the peripheral immune cells, which include the cells that are causing MS. It selectively spares the hematopoietic stem cells, which then regenerate as a new immune system in 2 to 3 weeks that lacks the previous autoimmunity. This could potentially improve neurological function and eliminate the disease.

Revimmune is an ultra-high dose of chemotherapeutic agent cyclophosphamide, administered as an intravenous infusion, pulsed over a four day period for about four hours. The treatment is designed to enable to patients to recover in their homes over the 2 to 3 week timeframe as the immune system is reconstituted.

### **Unique Market Opportunity and New Drug Class**

Revimmune has the potential to emerge as a new drug class catering to a market segment that suffers from a significant unmet medical need – refractory patients. These are patients who do not respond to traditional ABCR (Avonex Betaseron Copaxone Rebif) therapy, or those who have quit therapy due to the side effects commonly associated with ABCR therapy.

The common side effect with the treatment of Revimmune is the risk of opportunistic infections during the time when the peripheral immune system is completely eliminated and then regenerates. However, Revimmune is being packaged as more than just an intravenous infusion of the drug, as Accentia has developed a whole program of care and support therapy to address any challenges associated with the treatment.

Revimmune could also potentially alter the high cost of therapy for patients. For those patients utilizing ABCR therapies, they incur a lifetime of treatment costs, while with Revimmune there is just a one time cost of the treatment regimen. Additionally, Revimmune has the potential to emerge as an effective treatment option for several other autoimmune disorders, giving Accentia the potential of addressing a significantly larger patient population that lacks significant therapies.

## Conclusion

Revimmune has the potential to emerge as a strong secondary therapy that could potentially pave the way for a new paradigm of MS treatments and address a significant unmet medical need. The innovative positioning and approach of Accentia is likely to propel the company as a strong market participant. In recognition of these factors, Frost & Sullivan is pleased to present Accentia Biopharmaceuticals with the 2007 North American Multiple Sclerosis Product Innovation of the Year Award.

## Award Description

The Frost & Sullivan Product Innovation of the Year Award is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

## Research Methodology

To choose the recipient of this Award, the analyst team tracks all new products launches R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

### Measurement Criteria

In addition to the methodology describe above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in their industry
- Competitive advantage of new product(s) in their industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

#### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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