

LEARN HOW TO **ATTACK** YOUR
ADVANCED PROSTATE CANCER
BY **JUMPSTARTING** YOUR
IMMUNE SYSTEM



Please see back cover for Important Safety Information
For more information visit www.PROVENGE.com
or call 1-800-707-0742

PROVENGE
(sipuleucel-T)

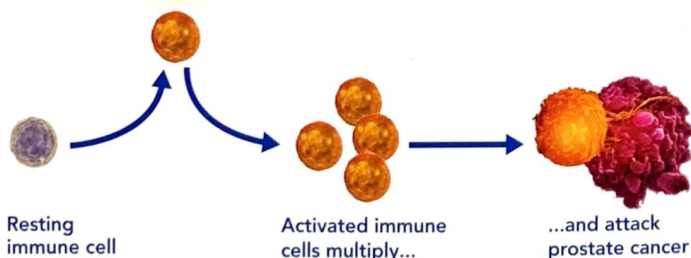
Helping you help yourself

HOW CAN MY IMMUNE SYSTEM HELP ME FIGHT ADVANCED PROSTATE CANCER?

Cancer can result from a breakdown of your immune system's defenses that basically prevents it from responding to your cancer cells and allows them to grow and spread throughout your body.

Immunotherapy can help you to jumpstart your immune system by reprogramming the immune cells already in your body to target your cancer cells and attack them. This process helps you take the fight against advanced prostate cancer into your own hands.

IMMUNOTHERAPY
ACTIVATES
IMMUNE CELLS



WHAT IS PROVENGE?

PROVENGE is the first and only FDA-approved immunotherapy for advanced prostate cancer

PROVENGE is the only personalized treatment that is clinically proven to help extend life in certain men with advanced prostate cancer. In the clinical trial that supported FDA approval, more men treated with PROVENGE lived longer than men not treated with PROVENGE.

- More men in the PROVENGE group were alive 3 years after the start of the study than men not treated with PROVENGE
- Only 1.5% of men discontinued treatment with PROVENGE due to side effects

PROVENGE[®]
(sipuleucel-T)

IS **PROVENGE** RIGHT FOR YOU?

PROVENGE is a treatment option for certain men with metastatic castrate resistant prostate cancer.

You may be able to receive **PROVENGE** therapy if:

- You are on hormone therapy and have rising PSA levels
- Your cancer has spread from the prostate to other places, such as your bones
- You are not taking narcotics for cancer-related pain



WHAT ARE THE **BENEFITS** OF **PROVENGE**?



PROVENGE is proven to help men live longer

Three years after the start of a clinical trial, more men treated with **PROVENGE** were alive than men not treated with **PROVENGE**



Most side effects of PROVENGE are generally mild to moderate

The most common side effects are chills, fatigue, fever, back pain, nausea, joint ache, and headache



PROVENGE has a short treatment course

Therapy can be completed in about a month with only 6 appointments

PROVENGE
(sipuleucel-T)

PROVENGE IS
GENERALLY MANAGEABLE,
BUT THERE ARE SOME
SIDE EFFECTS TO CONSIDER

As with all advanced prostate cancer treatments, there are potential risks associated with PROVENGE. Side effects are generally mild to moderate and most lasted only a day or two for the men who took part in the clinical study.

Only 1.5% of the men discontinued their treatment with PROVENGE because of side effects.

The most common side effects include:

- Chills
- Back pain
- Joint ache
- Fatigue
- Nausea
- Headache
- Fever

In clinical studies, some men experienced more serious side effects:

- Chest pain
- Racing heartbeat
- Irregular heartbeat
- Dizziness
- Nausea
- Vomiting

These are not all the possible side effects of PROVENGE treatment. For more information, talk with your doctor.

IF YOU HAVE **ADVANCED PROSTATE CANCER**,
IT IS IMPORTANT TO KNOW WHAT
OPTIONS ARE AVAILABLE TO YOU

These questions will help you discuss PROVENGE with your doctor.

- Based on my current symptoms, is PROVENGE right for me?
- What are the advantages of taking PROVENGE?
- Does PROVENGE have any side effects?
- Do I need to get bone scans or other tests before my course of treatment with PROVENGE?
- Does your office administer PROVENGE? If not, can you recommend a doctor that does?

Notes

PROVENGE[®]
(sipuleucel-T)



The main goal of the
PROVENGE clinical study was
not to lower PSA levels—it
was to prolong survival

Even if your PSA level does not
decline, PROVENGE may help
you live longer

PSA=prostate-specific antigen.



Possible Side Effects

Most side effects are generally mild to moderate and last only a day or two.

The most common side effects include:

- Chills
- Back pain
- Joint ache
- Fatigue
- Nausea
- Headache
- Fever

In clinical studies, some men experienced more serious side effects:

- Chest pain
- Irregular heartbeat
- Nausea
- Racing heartbeat
- Vomiting
- Dizziness

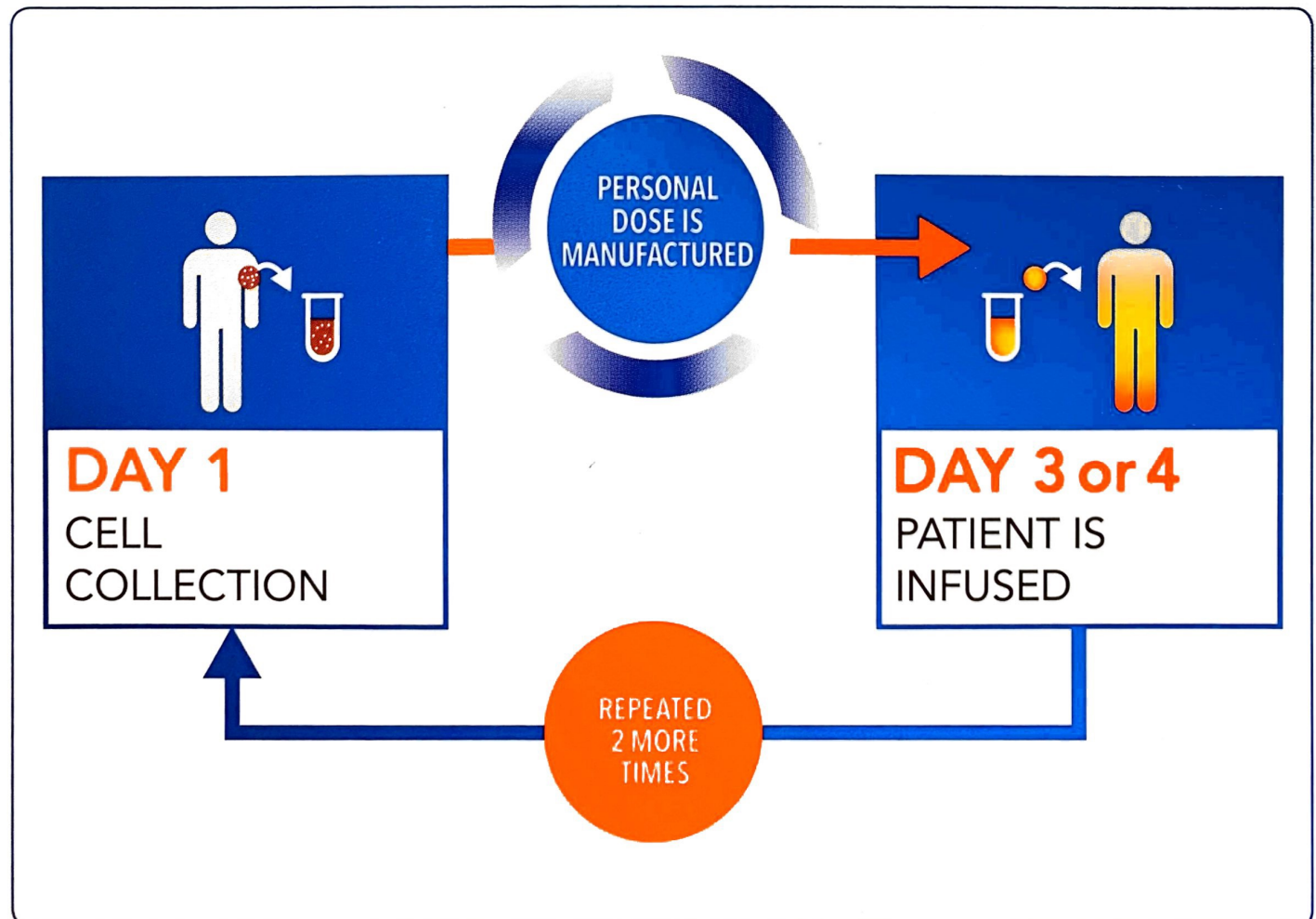
In a clinical study, only 1.5% of men discontinued treatment with PROVENGE due to side effects.

Each Dose Is Personalized

PROVENGE is custom made for you through a process that collects and activates your own immune cells.

- PROVENGE treatment is complete in just 3 treatment cycles
- Each cycle is made up of 2 appointments—one to collect your cells and another to infuse the PROVENGE dose into your body

THE PROVENGE TREATMENT CYCLE



Treatment Can Be Completed in About a Month

Your time commitment for PROVENGE is only 6 appointments during the month.

SAMPLE TREATMENT SCHEDULE

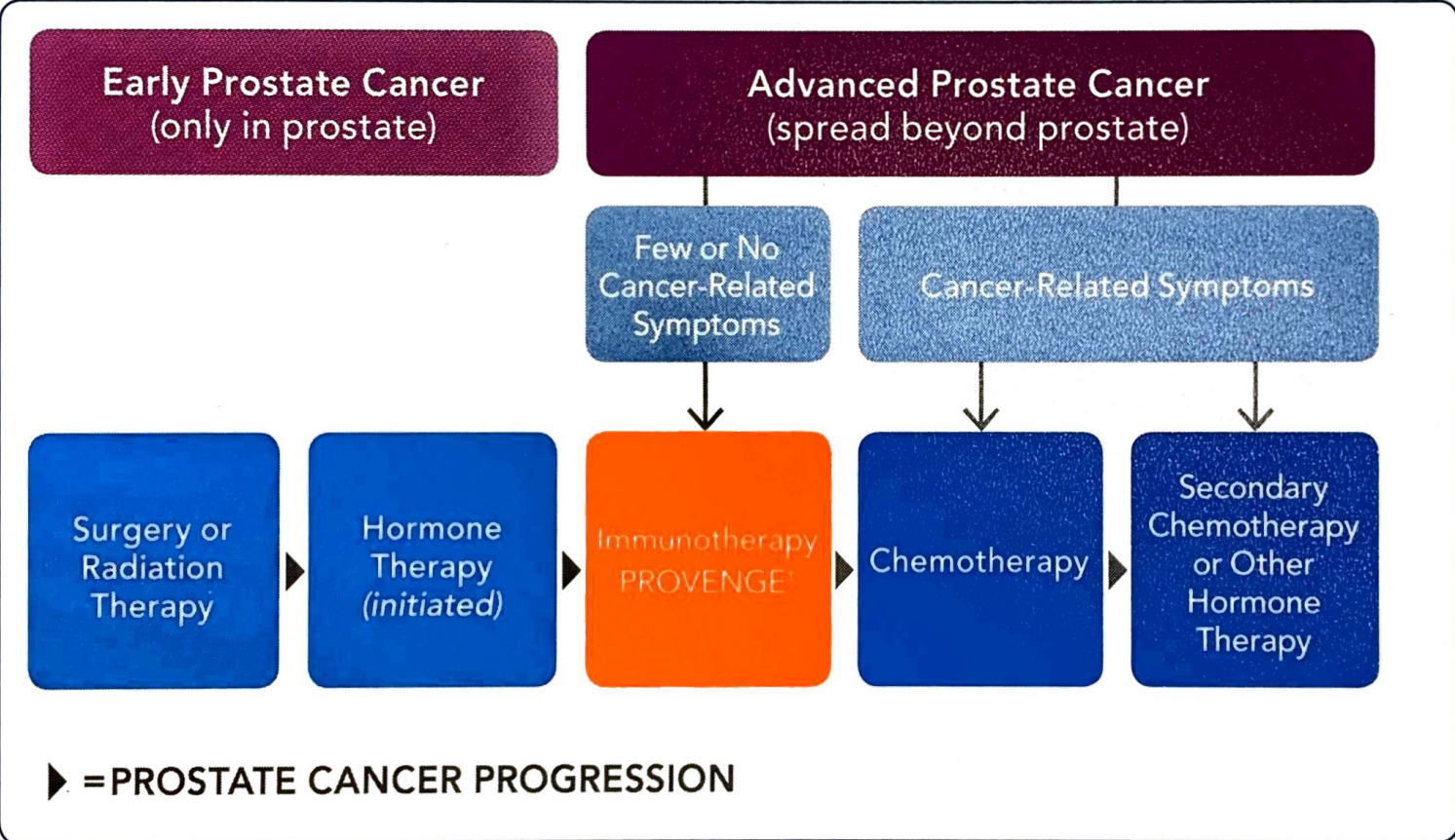
		1 CYCLE 1 Cell Collection	2	3	4 CYCLE 1 PROVENGE Infusion	5
6	7	8	9	10	11	12
13	14	15 CYCLE 2 Cell Collection	16	17	18 CYCLE 2 PROVENGE Infusion	19
20	21	22	23	24	25	26
27	28	29 CYCLE 3 Cell Collection	30	31	1 CYCLE 3 PROVENGE Infusion	2

After these 6 appointments, no future treatments with PROVENGE are necessary.

National guidelines recommend PROVENGE as a first treatment option for advanced prostate cancer for men with few or no cancer-related symptoms (Category 1 recommendation).⁵

You can still use other therapies down the road.

A POSSIBLE PROSTATE CANCER TREATMENT PATH*



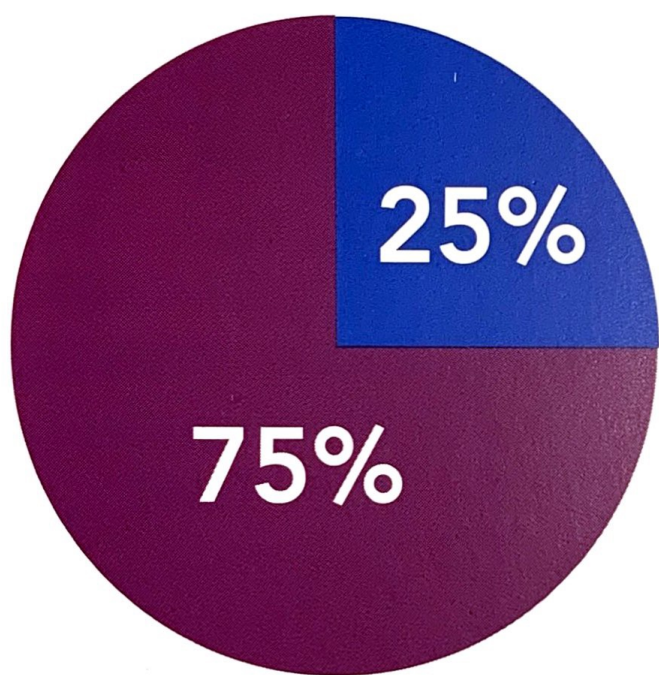
*This graphic represents one possible path and will not apply to all patients.
† INDICATION: PROVENGE® (sipuleucel-T) is approved by the FDA as an autologous cellular immunotherapy for the treatment of asymptomatic or minimally symptomatic metastatic castrate resistant (hormone refractory) prostate cancer.

Make the first move with PROVENGE.
Getting PROVENGE as early as possible will help get your immune system fighting the disease now.

Financial Support Is Available

75% of patients receiving PROVENGE are expected to have minimal to \$0 out-of-pocket costs.⁶

PATIENT COSTS FOR PROVENGE



For patients who need help, financial assistance is available.

- Minimal to \$0 out-of-pocket costs
- Possible co-insurance payment (up to 22%)

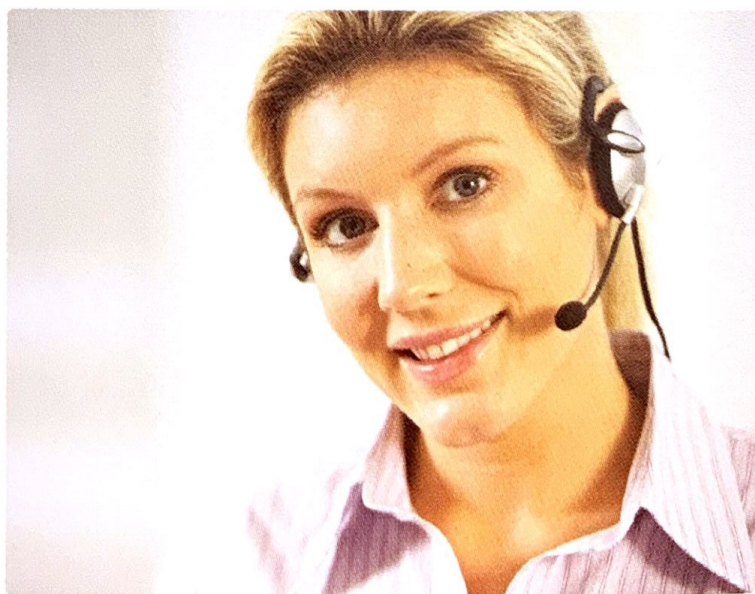
Data from *Dendreon ON Call*; Custom Reimbursement Report from April 2010 through December 2011, N=4595.

To get started, contact:

Dendreon[®]
on call

1-877-336-3736

www.PROVENGE.com



Dendreon wants to make sure help is available for patients who need financial assistance.

FINANCIAL SUPPORT PROGRAMS INCLUDE:



Co-pay Assistance

Help with co-pays, co-insurance, and deductible costs*



Financial Support for Patients Without Coverage for PROVENGE

You may be able to get PROVENGE free of cost through the PROVENGE Uninsured Patient Program†



Travel Cost Assistance

Help with treatment-related travel costs*

*Co-pay and travel assistance foundations provide assistance regardless of the choice of medicine, and decisions are based on financial need and according to criteria established by individual foundations. Dendreon can assist patients by referring them to these independent organizations. Dendreon cannot guarantee that patients will be eligible for or receive assistance after referral. Dendreon does not have controlling or managerial influence on these independent organizations.

†The eligibility criteria for the assistance program for patients with no health insurance can be changed or the program can be discontinued at any time at the sole discretion of Dendreon.



In a clinical study, PROVENGE helped men live longer



Most side effects are generally mild to moderate and last only a day or two

The most common side effects are chills, fatigue, fever, back pain, nausea, joint ache, and headache



PROVENGE therapy can be completed in about a month with only 3 infusions



Financial assistance is available; call *Dendreon ON Call* at 1-877-336-3736

**Your body has what it takes to fight advanced prostate cancer.
Unleash the power with PROVENGE.**

LEARN HOW YOUR IMMUNE SYSTEM CAN **SEEK OUT** AND **ATTACK** **PROSTATE CANCER CELLS**

What you need to know about **PROVENGE**
(sipuleucel-T)



Todd, PROVENGE patient

For more information, visit www.PROVENGE.com

INDICATION

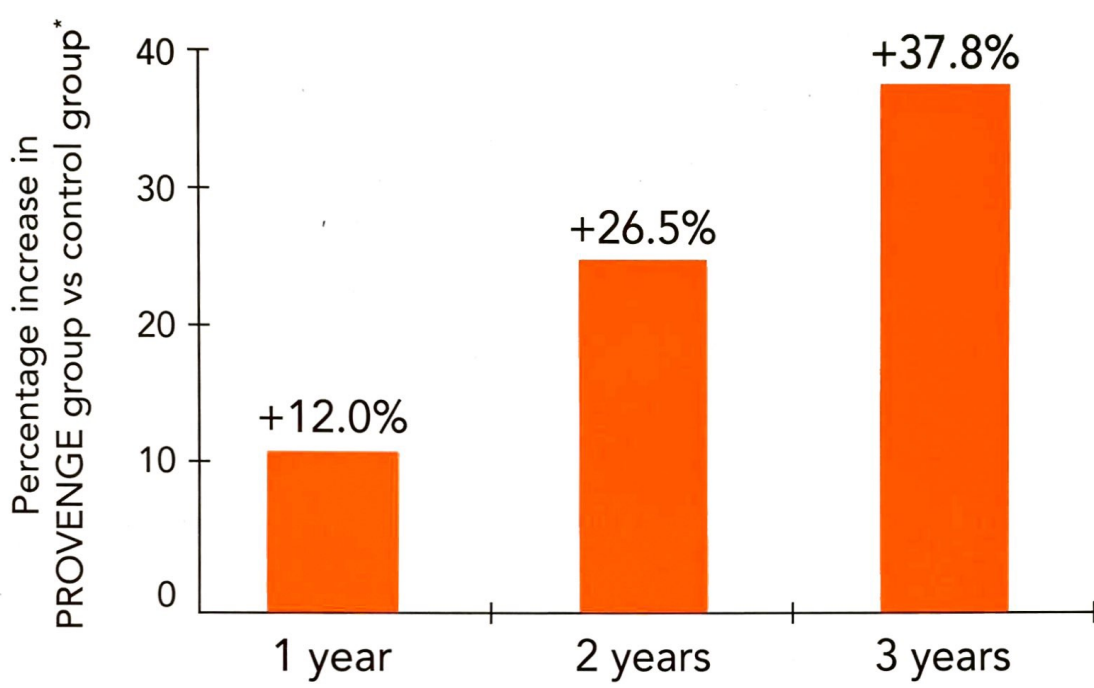
PROVENGE® (sipuleucel-T) is a prescription medicine that is used to treat certain patients with advanced prostate cancer. PROVENGE is made from your own immune cells.

IMPORTANT SAFETY INFORMATION

- Before getting PROVENGE, tell your doctor about all your medical problems, including problems with your heart or lungs, or if you have had a stroke
- Tell your doctor about all the medicines you take, including prescription and nonprescription drugs, vitamins, and dietary supplements

Please see inside front cover for additional Important Safety Information and enclosed full Prescribing Information.

Overall survival benefit for PROVENGE



*(Percent PROVENGE – percent control)/percent control.

Percentage of patients alive based on the initial number of patients enrolled in the study (512 patients)

	1 year	2 years	3 years
PROVENGE	81.1% n=274	52.1% n=129	31.7% n=49
Control	72.4% n=123	41.2% n=55	23.0% n=19

IMPORTANT SAFETY INFORMATION (cont.)

- The most common side effects of PROVENGE include chills, fatigue, fever, back pain, nausea, joint ache, and headache. These are not all the possible side effects of PROVENGE treatment

Please see inside front cover for additional Important Safety Information and enclosed full Prescribing Information.

PROVENGE®
(sipuleucel-T)

PREPARING FOR TREATMENT

The Patient Comfort Kit you receive after your treatment schedule has been set is intended to support you and help you pass the time during your appointments. Your Comfort Kit includes a backpack, diary, support kit, water bottle and dissolvable electrolyte packets, stretch cap, and hand exercisers. We recommend bringing these items to your PROVENGE treatment sessions.

Before your cell collection procedure, you should:



Make sure to drink more water than usual 2 to 3 days before your appointment to stay well hydrated



Avoid drinking caffeinated beverages on the day of each cell collection procedure



Eat a calcium-rich breakfast, which may include yogurt, milk, calcium-fortified orange juice or cereal, bananas, blueberries, or almonds



Wear comfortable, loose-fitting clothing, especially clothing with sleeves that can be raised above the elbow



Have a driver lined up for the ride home since most people feel fatigued after the cell collection procedure