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**PERSONALIZED MEDICINE FOR BLACK AMERICA  
PRESENTED BY  
CHEROKEE PHARMACEUTICALS & PRWT SERVICES**

**PHILADELPHIA, PA** (January 28, 2009) – Cherokee Pharmaceuticals, a PRWT Life Sciences Company, announced today that it will collaborate with the Coriell Institute for Medical Research, The Franklin, and Keystone Mercy Health Plan on an educational symposium entitled “Personalized Medicine for Black America” on Wednesday, February 11, 2009. Distinguished speakers will include Dr. Michael Christman, President & CEO of the Coriell Research Institute, and Dr. Charles Rotimi, Director of the NIH Center for Research on Genomics and Global Health.

The symposium will address the relevance of the human genome mapping project and its impact on how medicine may be practiced in the years to come. Speakers will also address the importance of the participation of minorities in the study. Historically, minority populations, specifically Black and Hispanic Americans have been left out or in many cases underrepresented in medical research studies.

In announcing the symposium, Jerry J. Johnson, Vice Chairman of PRWT Services, Inc. stated, “Coriell is at the forefront of personalized medicine and as community and business leaders, we must assist scientists and health care providers in their efforts to educate and encourage the participation of minorities in these discovery efforts.”

The Coriell Institute launched the Coriell Personalized Medicine Collaborative (CPMC) in 2007 and since then has received significant local and national recognition for this groundbreaking study. The CPMC is designed to determine the utility of using personal genomic information to improve health. Personal genomic information includes information about genes that affect why people respond differently to medication and who is at increased or decreased risk for diseases such as diabetes, heart disease and cancer.

Michael Christman, Ph.D., President & CEO of the Coriell Institute stated, “Our personalized medicine initiative has generated a great deal of interest and has been well received by the healthcare community, state and federal legislators, the business community, and the general public since its inception in December 2007.” “Enrollment has far exceeded our initial projections, with over 3,300 individuals enrolled to date. While these numbers are gratifying, the African American and Hispanic populations are still underrepresented. It is important to see that

all Americans benefit from the advances in genomic medicine. Our hope is to significantly increase minority representation in the CPMC through programs like the upcoming symposium.”

“This conference is important because it speaks to a population that is usually not at the table for discussions on progressive medicines and targeted health,” said Dr. Frederic Bertley, Vice President for The Center for Innovation in Science Learning. “We at The Franklin are committed to fostering understanding throughout the community, and are delighted to help host this event.”

The Personalized Medicine for Black America Symposium will provide additional information about the CPMC and how we can ensure that African Americans and Hispanic Americans are represented. To register for this event, contact Necie Steward [lsteward@coriell.org](mailto:lsteward@coriell.org) or (856) 966-5056.

### **About Cherokee Pharmaceuticals**

Cherokee Pharmaceuticals LLC ([www.cherokee-pharma.com](http://www.cherokee-pharma.com)) is a self-contained, fine chemical manufacturing company located in Riverside, Pennsylvania. Cherokee provides a variety of services from laboratory development through piloting, production and final product testing and release, including custom manufacturing. Cherokee Pharmaceuticals is a wholly-owned subsidiary of PRWT Services, Inc. in Philadelphia, Pennsylvania. Cherokee is the first minority-owned manufacturer of pharmaceutical products in the United States.

### **About PRWT Services Inc.**

PRWT Services, Inc. ([www.prwt.com](http://www.prwt.com)) is a diversified enterprise of pharmaceutical manufacturing and distribution, business processing services, facilities management. We are dedicated to applying technology-based solutions, the most experienced and talented leadership, and sound financial management to drive growth and success of our customers and stakeholders.

PRWT has built solid partnerships by delivering innovative thinking, efficiencies and cost savings. PRWT’s exceptional people deliver world-class service and inspire customer loyalty. For over two decades, we’ve invested in our employees and in the communities where we work and live.

### **About Coriell Institute for Medical Research**

The Coriell Institute for Medical Research ([www.coriell.org](http://www.coriell.org)) is an internationally known, non-profit, biomedical research institution headquartered in Camden, NJ. Founded in 1953, the Institute conducts research on cancer, human genetic variation, mechanisms of cellular differentiation and other genetic disorders. Coriell is the world’s leading biobank resource for human cells and DNA and recently established a state-of-the-art genotyping and microarray center. The Coriell Personalized Medicine Collaborative (CPMC) was initiated by Coriell’s President and CEO, Michael Christman, Ph.D., and is a major focus of the Institute.

### **About The Franklin Institute**

Located in the heart of Philadelphia, The Franklin Institute ([www.fi.edu](http://www.fi.edu)) is a renowned and innovative leader in the field of science and technology learning. Founded in honor of America’s first scientist, Benjamin Franklin, The Franklin Institute is Pennsylvania’s most visited museum.

**About Keystone Mercy Health Plan**

Keystone Mercy Health Plan, a member of the AmeriHealth Mercy Family of Companies, is a Medical Assistance (Medicaid) managed care health plan serving more than 300,000 Medical Assistance recipients in southeastern Pennsylvania. Headquartered in Philadelphia, Keystone Mercy Health Plan is a mission-driven company dedicated to helping members get care, stay well, and build healthy communities. Its corporate parent partners are Mercy Health System and Keystone First, a subsidiary of Independence Blue Cross. For more information about Keystone Mercy Health Plan, please visit [www.keystonemercy.com](http://www.keystonemercy.com) .

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