

PRESS RELEASE

Multiple Myeloma Expert Featured on XM Satellite Radio

Myeloma Specialist Dr. James R. Berenson Featured on ReachMD's "Clinician's Roundtable"

Los Angeles, CA – June 9, 2008 "Clinicians Roundtable" a satellite radio program on XM Satellite Radio Channel 157 is a program that interviews the top thought leaders in medicine exploring issues important to the medical community. Though created for medical professionals, listening to programs like "Clinicians Roundtable" is available to anyone with an internet connection. For more information, please visit www.reachmd.com and go to Clinicians Roundtable series. There is no charge to access ReachMD radio programming, though registration is required.

Dr. Berenson will be speaking about the most recent medical breakthroughs in the field of Multiple Myeloma and Bone Cancer, and discuss how new and novel drug therapies are changing the face of this blood cancer. "Multiple Myeloma: Current Treatment Modalities" is where Dr. Berenson and host Mark Nolan Hill, MD discuss how extended survival outcomes are becoming increasingly common after a diagnosis of multiple myeloma and overview some of the therapies responsible for these advances. More specifically, how certain combination therapies are more effective for certain myeloma patients and how medical professionals can best determine which patients are viable candidates for a specific treatment regimen.

The direct link for the program is: <http://www.reachmd.com/xmsegment.aspx?sid=3008>

James R. Berenson, M.D., holds dual board certifications in internal medicine and oncology with a specialty focus in Multiple Myeloma. He is the Medical and Scientific Director for the Institute for Myeloma and Bone Cancer Research, an independent non-profit cancer research center located in Los Angeles, California. Dr. Berenson has specialized in the treatment of patients with myeloma and metastatic bone disease as well as conducting research related these diseases both in the basic and clinical areas for more than 20 years. He has been involved in many of the major breakthroughs that have brought new treatments for patients with these diseases resulting in both an improvement in the length and quality of their lives. He serves as a member of the National Institutes of Health - Center for Scientific Review, Clinical Oncology Study Section. He is a member of the Scientific Boards of the Multiple Myeloma Research Foundation and the International Myeloma Foundation. He serves on both the Foundation and the Scientific Boards of the Leukemia, Lymphoma and Myeloma Society. He also works with many other groups known for their work in multiple myeloma and bone metastases. For more information, please visit www.berensononcology.com or www.imbcr.org.

ReachMD developed by doctors for doctors provides thought-provoking medical news and information to healthcare practitioners. Established to help increasingly time-constrained medical providers stay abreast of new research, treatment protocols and continuing education requirements, ReachMD delivers innovative and informative radio programming via XM Satellite Radio Channel 157 and online streaming at www.reachmd.com.
