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FOR IMMEDIATE RELEASE

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SFA Announces Partnership with 23andMe

DAMASCUS, Maryland – August 19, 2011 – The Sarcoma Foundation of America (SFA), an organization dedicated to increased research funding and advocacy for Sarcoma, is pleased to announce a new partnership with 23andMe, a leading personal genomics company. The SFA aims to play a key role in promoting 23andMe's exciting Sarcoma research program.

“A central part of the Sarcoma Foundation of America's mission is to advocate for increased research into this rare and deadly cancer,” said Matthew Alsante, SFA Executive Director. “The SFA is eager to support new and novel ideas that could lead us to a cure. 23andMe's approach is innovative and we are happy to partner with them to promote their Sarcoma Research Community.”

23andMe is building a Sarcoma Research Community of 1,000 individuals, with over 600 already participating. The goal of the 23andMe Sarcoma Community is to facilitate a web-based, patient-driven method of conducting Sarcoma research that removes physical boundaries and accelerates the search for answers.

Study participants are sent a kit and asked to provide a saliva sample for genetic analysis and complete online surveys about their experience with Sarcoma. Sarcoma Community members receive the full 23andMe experience, including information about their genetic ancestry and access to over 200 health and traits reports at no charge. With help from SFA Medical Advisory Board physicians Dr. George Demetri and Dr. Robert Maki, 23andMe aims to generate breakthrough discoveries about how genes and environment influence Sarcoma while providing a community forum for those affected by this disease.

“23andMe has demonstrated its ability to find genetic associations from self reported data in conjunction with analysis of self-collected saliva samples. Our ability to crowd source from participants all over the US and the world is particularly compelling in researching genetic associations for rare diseases such as Sarcomas. We are confident that together, we will meaningfully advance our current understanding of Sarcomas,” stated Anne Wojcicki, 23andMe co-founder and CEO.

You can learn more about the Sarcoma Foundation of America at www.curesarcoma.org. For more information about 23andMe's Sarcoma Community and to join this project, please visit www.23andme.com/sarcoma.

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Quick Facts About Sarcoma

Sarcoma is a rare cancer in adults (1 percent of all adult cancers) but rather prevalent in children (about 15 percent of all childhood cancers). At any one time, 50,000 patients and their families are struggling

with Sarcoma. Every year, about 12,000 new cases are diagnosed and about 5,000 people die from the disease.

About the Sarcoma Foundation of America

The Sarcoma Foundation of America (SFA), a 501(c)(3) nonprofit charitable organization, is an advocate for Sarcoma patients by funding Sarcoma research and by increasing awareness about the disease. For more information, please visit www.curesarcoma.org.

About 23andMe

23andMe, Inc. is a leading personal genetics company dedicated to helping individuals understand their own genetic information through DNA analysis technologies and web-based interactive tools. The company's Personal Genome Service® enables individuals to gain deeper insights into their ancestry and inherited traits. The vision for 23andMe is to personalize healthcare by making and supporting meaningful discoveries through genetic research. 23andMe, Inc., was founded in 2006, and the company is advised by a group of renowned experts in the fields of human genetics, bioinformatics and computer science. More information is available at www.23andme.com.