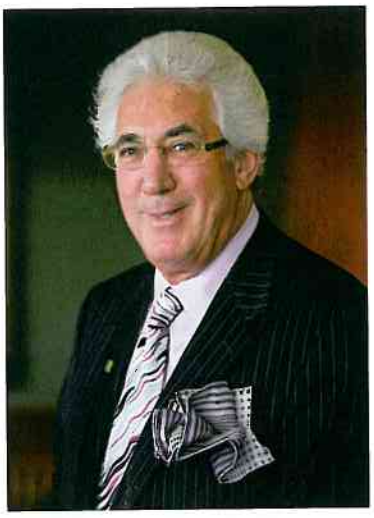
Gift From The Herrick Family Will Foster Pioneering Cancer Research

A generous gift from the Norton and Elayne Herrick Family will support the ongoing research of world-renowned cancer researcher, Professor Howard Cedar, at The Hebrew University's Faculty of Medicine. The newly named Norton and Elayne Herrick Family DNA Methylation Research Laboratory will help to advance cutting-edge genetic research.



NORTON HERRICK

For many years, Professor Cedar worked in close coordination with his Hebrew University colleague, Professor Emeritus Aharon Razin. Together, they revealed the fundamental relationship between chemical modification of DNA and the regulation of gene expression, for which they received the Wolf Prize in Medicine in 2008. Professor Cedar holds the Safra Distinguished Professor Chair in the Department of Developmental Biology at Hebrew University-Hadassah Medical School. Among his many awards are the Israel Prize for Lifetime Achievement (1999) and the Emet Prize for Medicine (2009). His discoveries have opened new avenues of investigation for medical researchers worldwide.

"By creating this meaningful partnership with the Faculty of Medicine and its foremost scientists, the Herricks are helping to save lives and expand our understanding of how cancer develops at the earliest stages," said AFHU President, Martin E. Karlinsky.

Norton Herrick is Chairman and CEO of The Herrick Company, Inc., a leading real estate investment firm operating nationwide. He founded and is a former Chairman of MediaBay, Inc., a national company specializing in the publishing and marketing of audio books and radio programs.

Norton and Elayne Herrick have maintained a longstanding commitment to many humanitarian causes and are deeply devoted to Israel. Mr. Herrick received, along with President Ronald Reagan and Isaac Stern, the Jerusalem 3000 Award, which was presented by Israel's then Prime Minister, Shimon Peres.

Gene Capping and Controlling Cancer

PROFESSORS AHARON RAZIN (L) and HOWARD CEDAR (R)

The research conducted by Howard Cedar and Professor Emeritus, Aharon Razin has concentrated on the subject of DNA methylation (chemical changes in the DNA molecule).

Methyl groups might be thought of as a type of "chemical cap" which can attach to genes and make them inactive. The cap acts as a molecular switch which can be used to turn off certain genes in the cell. When the cap is removed, these genes become active again.

In cancer, the basic manner of gene expression is aberrant, and this defect makes cells grow uncontrollably. Prevailing thought was that changes in gene expression were caused by irreversible damage to DNA. Professors Cedar and Razin demonstrated that changes in gene expression result from gene "capping" whereby critical genes are switched off. The control of this switch constitutes one of the chief determinants of cancer.

New insights into the role of DNA methylation are important to bringing about a cure for cancer. Many of the damaging effects that occur in cancer cells, rather than being irreversible, may be correctable by altering the capping pattern and resetting the switches to a normal mode.