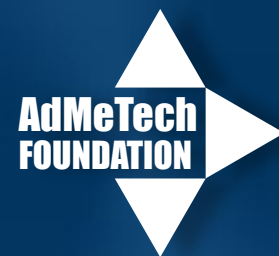


LEADERS OF MEDICINE, CELEBRITIES OF BROADWAY, HOLLYWOOD, ABC'S DANCING WITH THE STARS, FOX'S SO YOU THINK YOU CAN DANCE, OXYGEN'S DANCE YOUR A** OFF

Choreograph Dance for the Cure of Prostate Cancer as a National Movement



LEADING THE BATTLE AGAINST THE PROSTATE CANCER CRISIS

ARTHUR MURRAY INTERNATIONAL, HOLLYWOOD DANCESPORT CHAMPIONSHIPS LEAD THE WAY



(From Left): Arthur Murray International's President, John Kimmins; AdMeTech Foundation's President, Faina Shtern and ABC TV Hit Dancing with the Stars' (DWTS), Nick Kosovich

On October 29, 2010, in Las Vegas, Nevada, AdMeTech Foundation, in cooperation with Nick Kosovich of ABC's Hit Dancing with the Stars; John Kimmins, President of Arthur Murray International (AMI); Philips Healthcare; Mary Murphy of the Fox TV hit So You Think You Can Dance; Michael Chapman of the Hollywood DanceSport Championships; and other key leaders of the dancing community launched AdMeTech Foundation's Dance for the Cure of Prostate Cancer as a national awareness and fundraising campaign to end the prostate cancer crisis. Dr. Faina Shtern, President of the AdMeTech Foundation, Mr. Kimmins, and Mr. Kosovich made this announcement at Suprema, the AMI's worldwide dancing competition.

Hollywood DanceSport Championships' organizers Ms. Murphy and Mr. Chapman, in cooperation with Mr. Kosovich, staged an all-star cast of Hollywood, Broadway, and dancing celebrities in support of the AdMeTech Foundation's Dance for the Cure of Prostate Cancer. Actress (Brady Bunch) Florence Henderson; internationally renowned dancer, actress (Fame), and choreographer Debbie Allen; ABC's Dancing with the Stars cast members Corky Ballas, Mark Ballas, Karina Smirnoff, and Louis van Amstel; Oxygen's Dance Your A** Off executive producer and actress (Shall We Dance? with Richard Gere and Jennifer Lopez) Lisa Anne Walter; and award-winning Broadway choreographer (e.g., Memphis) Sergio Trujillo (www.hollywooddancesport.com).



(From Left): Michael Chapman, Hollywood DanceSport Organizer; Mary Murphy of Fox's So You Think You Can Dance; Nick Kosovich of ABC's Dancing with the Stars (DWTS) & Lisa Anne Walter of Oxygen's Dance Your A** Off



Shirley Ballas and Mark Ballas of DWTS



Karina Smirnoff of DWTS



Debbie Allen, Dancer and Actrees (Fame) with Mary Murphy



Florence Henderson with Corky Ballas of ABC's Dancing with the Stars (DWTS)



Louis van Amstel of DWTS (Center) with fans



(From Left): Dr. Mark Scholz of PCRI, Dr. Shtern, Dr. Leonard Marks of UCLA & Stefka Koenig of Philips

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AdMeTech
FOUNDATION

LEADING THE BATTLE AGAINST
THE PROSTATE CANCER CRISIS

PARTICIPANTS IN THE NATIONAL LAUNCH OF DANCE FOR THE CURE OF PROSTATE CANCER:

Arthur Murray International's President, John Kimmins; Vice President, Tom Murdock; and Area Chair for New England, Mark Lightner (www.arthurmurray.com).

Other key leaders of the dancing community offered unprecedented support. ABC's Dancing with the Stars donated VIP tickets for this season's Grand Finale for a fundraising drive, and ballroom dance competitions on both the east and the west coasts featured Dance for the Cure. Hollywood Dancesport Championships in Los Angeles, California and Commonwealth Classic in Burlington, Massachusetts led the way November 4 through November 6.

They were joined by leaders in medicine, including AdMeTech's Dr. Shtern; Dr. Mark Scholz, M.D., Executive Director of the Prostate Cancer Research Institute, faculty member at the University of Southern California, and author of the recently published book *Invasion of the Prostate Snatchers*; and Stefka Koenig, Director of Oncology Marketing for Philips Healthcare in North America (www.philips.com).

Commonwealth Classic's organizer Gail Rundlett, a former New England Champion, and James DiCecca, President of the Massachusetts chapter of the USA Dance, a national nonprofit organization of more than 20,000 dancers, presented Dance for the Cure at the Burlington Marriott in Massachusetts, on November 5-6 (www.commonwealthclassic.com).

Created by AdMeTech Foundation with support from Philips Healthcare and Arthur Murray International, Dance for the Cure of Prostate Cancer takes the lead in developing accurate diagnostic tools for early detection and treatment critical for saving lives.



Sergio Trujillo, Award-Winning Broadway Choreographer (Memphis)



Dr. Shtern (Right) with Maria McGill of Designs to Shine



Sergio Trujillo (Third from the left) with Debbie Allen, Mary Murphy, Michael Chapman and fans



Dr. Faina Shtern of AdMeTech with Michael Chapman and Mary Murphy



Dr. Shtern of AdMeTech with Tatyana Knoll of Elle



Commonwealth Classic's Organizer Gail Rundlett & James DiCecca, President of the Massachusetts chapter of the USA Dance