



Pacific Channel and Ernst & Young cordially invite you to a complimentary seminar with guest speakers Dr. Allan R. Goldberg and Robert J. Beckman from Pacific Channel's U.S. affiliate - The Channel Group, LLC; and Dr Paul L.J. Tan, CEO, Living Cell Technologies Ltd. This seminar focuses on successful business and investment models for realizing returns from New Zealand life sciences innovation.

Life sciences executives and those investing in (or considering investing in) life sciences companies should attend.

***Securing greater returns through life sciences investments facilitated by Jon Hooper, Director, Ernst & Young***

**Time: 4.30 p.m. – 5.30 p.m. followed by a reception**

**Date: Monday, 14<sup>th</sup> April 2008**

**Venue: Ernst & Young, Axa Building, Level 18,  
41 Shortland Street, Auckland**

**RSVP: by Friday, 11 April to [marketing@nz.ey.com](mailto:marketing@nz.ey.com)**

Investing in life sciences companies provides investors with the opportunity to be involved in an innovative industry that delivers life-changing value and that can provide greater financial returns than many other industries. Life sciences companies make use of new medical insights to develop breakthrough therapies, discover new methods for the early detection of disease, improve agricultural yields to meet the increasing demand for food, develop approaches to reduce pesticide use, and engage in environmental remediation, among other activities.

**Speakers:**

**Allan R. Goldberg, Ph.D., Managing Partner, The Channel Group, LLC, New York.**

Dr. Goldberg will discuss the importance of focusing resources on opportunities with international potential and having credible plans for U.S. market entry that might include clinical development and/or business development.

**Robert J. Beckman, Managing Partner – The Channel Group, LLC, New York.**

Mr. Beckman will discuss how to structure life sciences ventures to ensure that resources are primarily focused on technology and product development and how to partner with larger companies to secure both funding and other resources.

**Brent S. Ogilvie, Executive Director - Pacific Channel Limited, Auckland.**

Mr. Ogilvie will discuss examples of New Zealand life sciences companies structuring to maximise potential for success. He also will discuss securing international grant funding and other resources to support New Zealand-based life sciences ventures.

**Paul L.J. Tan, CEO, Living Cell Technologies Ltd., Auckland.**

Dr. Tan will discuss how Living Cell Technologies structures itself with operations in New Zealand and globally including how it makes use of specialist resources in the US to seek higher investor returns.

**Dr. Allan R. Goldberg** is a Managing Partner of The Channel Group and is a former Professor of Virology at The Rockefeller University. He is the founder of several life sciences start-ups, including Zystor Therapeutics, Inc., which is successfully progressing biological drug candidates into the clinic from their origins as therapeutic concepts. He serves as a Member of the Board of Directors at Zystor Therapeutics and is a member of the Board of Directors and Chairman of the Scientific Advisory Board of SuperGen Inc. (NasdaqNM:SUPG).

**Robert J. Beckman** is a Managing Partner of The Channel Group and Board Member of private and public medical companies, including EZ-EM Corporation (Nasdaq: EZEM). Mr. Beckman was previously a Trustee of New York Medical College and founder and immediate past CEO of Intergen Company, a multinational life sciences company involved in pharmaceuticals, diagnostics, and discovery.

Mr. Beckman and Dr. Goldberg are also directors of LCT BioPharma Inc., the U.S. subsidiary of Living Cell Technologies Limited of Australia and New Zealand (ASX:LCT). They serve as the U.S. management team for Living Cell and assist in accessing resources in the U.S., including building relationships with pharmaceutical and biopharmaceutical companies and investors.

**Dr. Paul Tan** is CEO of Living Cell Technologies (ASX:LCT; OTC: LVCLY.PK), LCT is a bioscience company listed on the Australian Stock Exchange. LCT is building an international entity that intends to have its own capabilities of providing live cell therapies in Asia Pacific, USA and Europe. LCT has a Type 1 Diabetes therapeutic in clinical trial. The Company has established a Level 1 American Depositary Receipt program in the US to facilitate the purchase of LCT stock in the over-the counter pink sheet market by US investors.

Three Managing Partners of The Channel Group, LLC, are members of the board of directors of LCT BioPharma Inc., LCT's U.S. subsidiary. They serve as the U.S. management team for Living Cell and assist in further building relationships with pharmaceutical and biopharmaceutical companies, as well as investors.

**Brent S Ogilvie** is co-founder of Pacific Channel, a life sciences venture development and investment firm that facilitates the growth of life sciences companies through the access to capital and industry expertise. New Zealand-based Pacific Channel was formed as a "channel" between Australasia and the world's largest market - the United States, acting as a conduit toward long-term global growth and success.

Through Pacific Channel activities as a seed investor, Mr. Ogilvie serves as Founding CEO (part-time) of Androgenix Limited, a biotechnology company that is developing a sperm sex selection device for cattle. Mr. Ogilvie is also co-founder and Executive Director of Ecodiesel Limited, a biodiesel company focused initially on the New Zealand market; Sleep Limited, which is developing a sleep enhancement tonic; and Ingredient Solutions Limited, which is commercialising a nutritional ingredients processing technology.

Pacific Channel as part of its founding sponsorship has also provided Mr. Ogilvie as Trustee of the Urban Ecoliving Trust, which inspires and informs young adults on how to live sustainably.