

**ASX/Media Release
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**PRIMA BIOMED GRANTED EUROPEAN ORPHAN DRUG DESIGNATION
FOR CVac™**

Key points

- **Prima BioMed granted Orphan Medicinal Product Designation for CVac™ ovarian cancer therapy vaccine in Europe**
- **Orphan Product designation gives Prima exclusive rights to CVac™ for a 10 year period post commercial approval**
- **Orphan Product designation also provides the provision of tax reductions in development period for CVac™**
- **The designation is a significant step in Prima's goal of commercialising CVac™ into the multi-billion global pharmacy oncology market**
- **Orphan Product designation provides incentives for companies pursuing cures and treatments for rare diseases, such as ovarian cancer**
- **Incentives include; fast tracking, research support, protocol assistance and exemptions in certain regulatory fees**

Australian health care company Prima BioMed Ltd (ASX: PRR) (Prima) is pleased to announce that it has been granted Orphan Medicinal Product Designation for its CVac™ ovarian cancer therapy vaccine in Europe by the European Medicines Agency (EMA).

Prima's application for Orphan Product application for CVac™ was validated by the EMA in March and the designation was granted yesterday in London, in the presence of Prima's chief medical officer, Dr Neil Frazer and chief operating officer Mr Matthew Lehman.

The Orphan Product designation will provide Prima with major benefits during CVac™'s development process in Europe. Key incentives include the exclusive rights to the cure or treatment for a specific condition for a period of 10 years post the approval to commercially market CVac™, and the provision of tax reductions.

Orphan Product designation is intended to provide incentives to encourage companies to pursue cures and treatments for rare diseases, such as ovarian cancer. These include; fast tracking, research support, eligibility for protocol assistance and possible exemptions in certain regulatory fees during development or at the time of application.

Commenting on the granting of CVac™ Orphan Product designation, Prima BioMed CEO Martin Rogers said: "We are delighted to receive Orphan Product designation for the CVac™ ovarian cancer therapy vaccine. The designation represents a significant step in the Company's goal of commercialising CVac™ into the multi-billion global pharmacy oncology market for the benefit ovarian cancer patients."

Prima recently commenced its phase IIb clinical trial for CVac™ in the United States and Australia and continues to progress plans to commence a Phase III Trials in Europe later this year with recruitment early next year.

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About CVac™ Ovarian Cancer Treatment

CVac™ is Prima BioMed's lead product. It is of key importance as there is a large un-met medical need for new treatments for ovarian cancer which has a very high morbidity rate. **CVac™** is a maintenance therapy administered post-surgery and post-chemotherapy to delay relapse and control metastases.

There are currently no products available as maintenance based therapies for ovarian cancer and the global market for ovarian cancer therapeutics was valued at US\$2.1b in 2007 and is expected to total US\$3.6b by 2010.

Regulatory approval and commercialisation of **CVac™** is the core focus for Prima.

About Prima BioMed

Prima BioMed is an ASX listed Australian health care company. The Company is focused on technologies in the fields of cancer immunotherapy and immunology. Prima's lead product is the CVac™ ovarian cancer therapy treatment. It has completed two successful clinical trials and is progressing toward eventual commercialisation in the United States, Australia, Europe, and globally.

The Company's broader, long term goal is to develop commercial cancer treatment technologies and programs for global markets.