

**ASX/Media Release**  
**22 January 2010**

## **PRIMA BIOMED APPOINTS NEW CHIEF OPERATING OFFICER**

Australian health care company Prima BioMed Ltd (ASX: PRR) (Prima) is pleased to announce the appointment of Mr Matthew Lehman as the Company's Chief Operating Officer.

Mr Lehman brings extensive experience in clinical research, regulatory and drug development strategy, as well as operations and sourcing. Based in Zurich, Mr Lehman will play a leading role in the Company's R&D programs, operational oversight, and manage the European clinical trials for CVac™ ovarian cancer therapy vaccine, Prima's lead product in development.

Prior to his role at Prima, Mr Lehman has served as the Chief Operating Officer for SPRI Clinical Trials, an international contract research organization, and as Director of Operations for the Social Psychiatry Research Institute, a CNS drug research network in New York. In the past nine years, Mr Lehman has served in various roles for over 100 clinical research programs.

The appointment of Mr Lehman is another key senior-management hire for Prima. The Company is rapidly progressing toward commercialization of CVac™ in the multi-billion dollar global oncology market. Prima has received clearance from the US Food and Drug Administration to start its phase 2b study of CVac™ and will have its first patients on this study in the first quarter of 2010. Prima also plans to commence CVac™ production and late-phase clinical trials in Europe this year.

Commenting on Mr Lehman's appointment, Prima BioMed CEO Martin Rogers said: "Mr Lehman is recognised as an expert in drug development strategy. We are delighted to have him join our team at this pivotal time as we embark on our phase 2b and phase 3 clinical trials for CVac™. He will play a key role in overseeing our research process to help ensure successful outcomes."

Mr Lehman has a Master of Science from Columbia University in New York, and a Bachelor of Arts from the University of Louisville, Kentucky, USA. He is an active member of the European Business Association, the Association for Clinical Research Professionals, and Drug Information Association.

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## **About CVac™ Ovarian Cancer Treatment**

**CVac™** is Prima BioMed's lead development product. **CVac™** is intended to become a maintenance therapy for ovarian cancer, administered post-surgery and post-chemotherapy to delay relapse, control metastases, and extend survival of patients. In early studies, CVac™ has proven to be safe and tolerable, with far fewer side effects than traditional cancer treatments.

There is a large unmet medical need for new treatments for ovarian cancer, and for maintenance therapy in particular. Ovarian cancer patients suffer from high morbidity rate and frequent relapse. Currently, no proven maintenance-based therapies for ovarian cancer are available. 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 approvals 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 currently starting late phase clinical trials in the US, Australia, and Europe.

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