



News Release

For Immediate Release

Cambridge Who's Who Supports Lupus Research

Uniondale, NY, September 22, 2008, Cambridge Who's Who is a proud supporter of the Alliance for Lupus Research (ALR) "Walk with Us to Cure Lupus" program. The ALR was founded by Robert Wood Johnson IV after his daughter was diagnosed with lupus at the age of 15. Johnson is a member of the Johnson & Johnson founding family and owner of the New York Jets. Cambridge Who's Who has participated as a sponsor for the walkathon in past years and is looking forward to contributing again in 2008.

The "Walk with Us to Cure Lupus" program was started in 2002 and took place in Washington, D.C. at the National Mall. This walk generated \$133,000 in donations for lupus research. Within the past five years, this amount has increased exponentially. Twenty-six walks are now held in cities nationwide. ALR walks are 5K long and include fun family activities.

Lupus is an autoimmune disease that affects more than 1.4 million Americans. As a result of this disease, the immune system, which is supposed to protect the body from outside infection, attacks the body's internal cells, tissues and organs, including the heart, lungs, kidneys, nervous system, skin, blood vessels, brain and joints. Those diagnosed with lupus suffer from fever, skin rash, fatigue and inflamed or swollen joints. Since these are common symptoms for various other ailments, lupus is sometimes hard to detect.

Although lupus has been seen in all people from children to adults, ninety percent of those diagnosed with lupus are women. In addition, it is three times more common in African-American women than in Caucasian women and also appears more often in women of Asian, Latino and Native American decent. Currently, no cure has been found for lupus.

Since the ALR was founded in 1999, the organization has donated \$42 million to lupus research. One hundred percent of donations are applied directly to lupus research, a giving practice that Cambridge Who's Who believes in strongly. With this funding, scientists are beginning to discover that certain genes might predispose individuals to lupus and are learning about the many ways that the immune system attacks tissue and causes organ damage.

The Cambridge Who's Who Corporate Giving Board is an adamant supporter of ALR's efforts to increase awareness about lupus, find a cure, develop preventative methods and promote a better understanding of this autoimmune disease. Other ALR supporters include Michael Douglas, Bill Clinton, Donald Trump, KPMG, Deutsche Bank, Wachovia, Mayor Michael

Bloomberg, Sir Howard Stringer (CEO of Sony Corp.), Eddie Kennison (NFL wide receiver for the Kansas City Chiefs), Leonard Lauder (Chairman of the Board and Former CEO of Estée Lauder) and Cushman & Wakefield.

If you are interested in taking part in a “Walk with Us to Cure Lupus” walkathon, you may visit the ALR website at <http://walk.lupusresearch.org>. Additional information on the Alliance for Lupus Research can be found at <http://www.lupusresearch.org>.

About Cambridge Who’s Who

Cambridge Who’s Who is an exclusive membership organization that recognizes and empowers executives, professionals and entrepreneurs throughout the world. From healthcare to law, engineering to finance, manufacturing to education, every major industry is represented by its 250,000 active members.

Cambridge Who’s Who membership provides individuals with a valuable third party endorsement of their accomplishments and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, Cambridge Who’s Who offers an online networking platform where members can establish new business relationships and achieve career advancement within their company, industry or profession.

For more information, please see www.cambridgewhoswho.com.

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