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April, 2009

To The Friends and Supporters of the Lisa B. Fishman Foundation

It is with great pleasure that we announce that the Lisa B. Fishman Foundation has entered into a partnership with Dr. Andre Goy (pronounced Gwah), Chief of the Division of Lymphoma at the Hackensack University Medical Center (HUMC).

Dr. Goy is an internationally renowned clinician and researcher of all types of lymphoma, including Hodgkin's disease, non-Hodgkin's lymphoma and HIV-associated lymphoma. As chief of The Cancer Center's Division of Lymphoma, he leads New Jersey's largest program of research, treatment and management of lymphoma. He has trained and/or worked at some of the world's leading medical institutions, including Memorial Sloan-Kettering Cancer Center in New York City; The University of Texas' MD Anderson Cancer Center; University Hospitals Group of Paris, France and The Pasteur Institute in Paris. Dr. Goy's research has received several awards in the United States and France and has been published extensively. He is a journal reviewer for eight medical publications, including Blood, Cancer, the American Journal of Hematology and the Journal of Clinical Oncology.

It has always been our intention to find worthy recipients locally for the Foundation's sponsorship support, where your donations can not only be put to maximum advantage but would be followed more closely and personally by the senior board members of the Foundation. By supporting local and specific programs, the Foundation can communicate directly with the recipients and share the progress and successes back with the donors. We can all feel a deeper personal involvement and closer sense of accomplishment because of direct contact with the doctors and researchers as they continue their work. We wanted someone who specialized in lymphoma research and we wanted to know that the funds would go to a specific research program as opposed to a general funding of anonymous projects. We have personally met with Dr. Goy on three occasions and determined that he would satisfy the important needs of how we wanted to invest our funds.

This arrangement with Dr. Goy does not mean that all funds from the Foundation will be entirely directed to his projects. The Foundation will have the latitude to direct funds to other opportunities as they become known.

The Lisa B. Fishman Foundation
is a 501(C)(3) non-profit
organization.

The Cancer Center at HUMC is currently New Jersey's largest and most comprehensive center as well as one of the ten largest centers in the United States. The brand new John Theurer Cancer Center at HUMC is scheduled to open in the fall of 2010.

HealthGrades, the leading healthcare ratings organization, named HUMC one of America's 50 Best Hospitals for the second consecutive year. HUMC is the only healthcare facility in New Jersey, New York and New England to be named one of America's 50 Best Hospitals. Only one percent of the nation's hospitals can make this claim.

We are confident that this relationship with Dr. Goy will prove to be very beneficial. We appreciate your past support for our foundation and look forward to the future with the knowledge that your donations are being put to work in a meaningful manner.

Lee I. Fishman
President