



## **ABC Radio Jon Faine Program features Prana IMAGINE trial for Alzheimer's disease**

**Melbourne – 22 August, 2012: Prana Biotechnology (NASDAQ:PRAN; ASX:PBT)** today advised that Professor Michael Woodward, the National Study Coordinator for the Company's Alzheimer's disease IMAGINE trial, will be interviewed by ABC Radio commentator Jon Faine.

Prof. Woodward has been invited on to the program to discuss the IMAGINE trial. The interview will take place on ABC 774 Melbourne at 9.35am (Australian EST) Thursday 23<sup>rd</sup> August.

The IMAGINE trial, with 12 months of treatment, aims to establish PBT2 as a safe and effective treatment for Alzheimer's disease. People aged 55 plus with mild Alzheimer's disease are participating in the trial. The company has announced that this trial is progressing well with 100% of sites approved and actively recruiting. Already 40% of patients are in dosing with PBT2 and importantly no serious adverse events have been reported.

Currently, all available treatments for Alzheimer's disease provide some degree of symptomatic relief; however, none change the course of the disease, or the eventual decline in a patient's cognition and health. An extensive body of research suggests that PBT2 could do just that; disrupt the progression of Alzheimer's disease and potentially stop the onset of the disease. Notably, this study has huge relevance for people who are experiencing the first stages of memory loss.

Prof. Woodward is one of the world's leading experts in neurodegenerative disease and geriatrician.

To register your interest in the trial please call 1800 837 683.

### **About Prana Biotechnology Limited**

Prana Biotechnology was established to commercialize research into age-related neurodegenerative disorders. The Company was incorporated in 1997 and listed on the Australian Securities Exchange in March 2000 and listed on NASDAQ in September 2002. Researchers at prominent international institutions including The University of Melbourne, The Mental Health Research Institute (Melbourne) and Massachusetts General Hospital, a teaching hospital of Harvard Medical School, contributed to the discovery of Prana's technology.

For further information please visit the Company's web site at [www.pranabio.com](http://www.pranabio.com).

### **Forward Looking Statements**

*This press release contains "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. The Company*

*has tried to identify such forward-looking statements by use of such words as "expects," "intends," "hopes," "anticipates," "believes," "could," "may," "evidences" and "estimates," and other similar expressions, but these words are not the exclusive means of identifying such statements. Such statements include, but are not limited to any statements relating to the Company's drug development program, including, but not limited to the initiation, progress and outcomes of clinical trials of the Company's drug development program, including, but not limited to, PBT2, and any other statements that are not historical facts. Such statements involve risks and uncertainties, including, but not limited to, those risks and uncertainties relating to the difficulties or delays in financing, development, testing, regulatory approval, production and marketing of the Company's drug components, including, but not limited to, PBT2, the ability of the Company to procure additional future sources of financing, unexpected adverse side effects or inadequate therapeutic efficacy of the Company's drug compounds, including, but not limited to, PBT2, that could slow or prevent products coming to market, the uncertainty of patent protection for the Company's intellectual property or trade secrets, including, but not limited to, the intellectual property relating to PBT2, and other risks detailed from time to time in the filings the Company makes with Securities and Exchange Commission including its annual reports on Form 20-F and its reports on Form 6-K. Such statements are based on management's current expectations, but actual results may differ materially due to various factors including those risks and uncertainties mentioned or referred to in this press release. Accordingly, you should not rely on those forward-looking statements as a prediction of actual future results.*

**Contacts:**

**Investor Relations**

*Australia*

Rebecca Wilson

T: +61 3 9866 4722

E: [rwilson@bcg.com.au](mailto:rwilson@bcg.com.au)

*US*

Leslie Wolf-Creutzfeldt

T: 646-284-9472

E: [leslie.wolf-creutzfeldt@grayling.com](mailto:leslie.wolf-creutzfeldt@grayling.com)

**Media Relations**

*Australia*

Rebecca Wilson

T: +61 2 9237 2800

E: [@bcg.com.au](mailto:@bcg.com.au)

*US*

Ivette Almeida

T: 646-284-9455

E: [ivette.almeida@grayling.com](mailto:ivette.almeida@grayling.com)