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For Immediate Release

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MUSC's Hollings Cancer Center and Hilton Head Regional Healthcare Seal Affiliation

HILTON HEAD ISLAND, S.C. (February 22, 2008) – The Hollings Cancer Center at the Medical University of South Carolina and Hilton Head Regional Healthcare jointly announced their affiliation for cancer research and treatment.

The new alliance extends the Hollings Cancer Center's research and clinical trials network to Hilton Head Regional Healthcare's patients throughout the Lowcountry. As a member of the clinical trials network, Hilton Head Regional Healthcare will participate in investigator-initiated trials developed at Hollings Cancer Center, and in clinical trials sponsored by the National Cancer Institute and pharmaceutical companies. Hollings Cancer Center will work with Hilton Head Regional Healthcare to develop the infrastructure necessary to bring these trials to area patients.

Andrew Kraft, M.D., director of Hollings Cancer Center said the alliance is a "true collaboration aimed at reducing cancer burdens in the region by sharing cutting-edge patient care, innovative research and outstanding professional education with our partners. The real winners are going to be the patients."

"We are excited and honored to enter into this relationship with the highly regarded and esteemed Hollings Cancer Center," said Elizabeth Lamkin, president of Hilton Head Regional Healthcare and CEO of Hilton Head Hospital. "This alliance allows physicians to share expertise in patient care and provides immediate access to the most up-to-date cancer treatment right here at home."

Benefits of the affiliation include:

- Patient access to the latest therapies and clinical trials regardless of the individual's financial status;
- Accelerated access for second opinions;
- Patient participation in clinical trials without traveling;
- Streamlined process for patients requiring care at Hollings Cancer Center;

- Physician participation in disease-focused tumor boards to review cases with teams of experts;
- Advanced education opportunities for physicians.

Other facilities in the clinical trials network include Spartanburg Regional Healthcare System-Gibbs Cancer Center, Palmetto Health, South Carolina Oncology Associates, Lexington Medical Center, McLeod Health, Carolina Regional Cancer Center, Regional Medical Center of Orangeburg and Calhoun Counties, and Georgetown Hospital System.

About Hilton Head Regional Healthcare

Hilton Head Regional Healthcare, consists of two hospitals, an outpatient center, primary and urgent care centers and physician network located in the South Carolina Lowcountry: 93-bed Hilton Head Hospital, located at 25 Hospital Center Boulevard, Hilton Head Island, SC; 41-bed Coastal Carolina Hospital, located at 1000 Medical Center Drive, Hardeeville, SC; Bluffton-Okatie Outpatient Center, located at 40 Okatie Center Boulevard, S, Okatie, SC.

Hilton Head Hospital and Coastal Carolina Hospital are acute care hospitals that offer a broad spectrum of medical and surgical services for adults and children, including cardiac care and rehabilitation, cancer care and support services, women's services, inpatient physical rehabilitation, and emergency care. To learn more about Hilton Head Regional Healthcare visit www.hiltonheadregional.com

About Hollings Cancer Center

Hollings Cancer Center offers state-of-the-art diagnostic capabilities, therapies and surgical techniques and has multidisciplinary clinics that involve surgeons, medical oncologists, radiation therapists, radiologists, pathologists, psychologists and many other specialists seeing patients simultaneously under one roof. Multidisciplinary care is provided in disease specific clinics such as thoracic, breast, head & neck, genitourinary, gastrointestinal, hematologic, neuro, and pediatric cancers. The Hollings Cancer Center is the largest academic-based cancer program in South Carolina. The Hollings Cancer Center is currently a developing National Cancer Institute designated cancer center and has more than \$35M in cancer research funding. More than 1,000 people are currently participating on a cancer clinical trial at HCC. For more information, please visit www.hcc.musc.edu.

About MUSC

Founded in 1824 in Charleston, The Medical University of South Carolina is the oldest medical school in the South. Today, MUSC continues the tradition of excellence in education, research, and patient care. MUSC educates and trains more than 3,000 students and residents, and has nearly 10,000 employees, including 1,300 faculty members. As the largest non-federal employer in Charleston, the university and its affiliates have collective annual budgets in excess of \$1.3 billion. MUSC operates a 600-bed medical center, which includes a nationally recognized Children's Hospital and a leading Institute of Psychiatry. For more information on academic information or clinical services, visit www.musc.edu or www.muschealth.com.

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