

## **Champions Biotechnology and PinnacleCare Enter Into Personalized Oncology Collaboration Agreement**

### ***PinnacleCare To Offer Champions' Personalized Oncology Services To Members Worldwide***

September 10, 2009, Baltimore, MD - [Champions Biotechnology, Inc.](#) (OTC Bulletin Board: CSBR), a company whose personalized oncology services division assists physicians by providing personalized treatment options for their cancer patients, has entered into a collaboration agreement with [PinnacleCare](#), the pioneer and the leading private health advisory company in the world.

PinnacleCare will offer Champions' personalized oncology services to its members worldwide who have been diagnosed with cancer. Access to Champions' services will benefit PinnacleCare members, and their physicians, in evaluating personalized options to improve treatment outcomes. Champions' services offered to PinnacleCare members will include:

- (i) Personalized Oncology Panels™ comprised of world-renowned experts assembled to assist the client's physician in determining the optimal treatment, and
- (ii) Personalized Tumorgrafts™ developed from fragments of the client's living tumor that are surgically removed, propagated and tested to evaluate the effectiveness of potential treatment drugs.

Through this collaboration, Champions will also offer PinnacleCare's health advisory services to Champions clients. These services include:

- (i) A PinnacleCare health advisor available globally and 24/7 answering client questions, coordinating healthcare schedules, explaining options, arranging treatments, assisting with individual medical experts, staff, and bureaucracies, and available to attend important appointments, and
- (ii) PinnacleCare Electronic Health Records including collection, organization, and physician review of client medical records, with all records kept up-to-date and available instantly anywhere in the world for the client and his/her expert healthcare team.

"Champions Personalized Oncology Panels and its Personalized Tumorgraft technology are exactly the kind of cutting edge programs that PinnacleCare seeks for its members," PinnacleCare Chief Medical Officer, Dr Miles Varn, said. "We believe that the Champions approach to personalized oncology will be of great benefit to our current and prospective members through programs that evaluate treatment options based on the very unique characteristics of each patient's cancer."

"PinnacleCare and Champions personalized oncology services complement each other like hand and glove," said Doug Burkett, Ph.D., President of Champions Biotechnology, Inc. "This collaboration will enable us to educate many more physicians regarding our services and assist many more individuals with cutting edge research to personalize their cancer treatment. It will also enhance the individualized services for our clients and provide instant access to state-of-the-art electronic healthcare records for them and their expert healthcare team. We look forward to working closely with PinnacleCare in this high potential collaboration."

## **About PinnacleCare**

PinnacleCare is the world's leading private health advisory company, providing its members with teams of dedicated advisors to manage family and executive health care, access world-renowned specialists, provide access to the world's most advanced medical research, coordinate appointments, collect and maintain medical records with PinnacleCare's Electronic Health Records solution and help members enact proven preventive strategies for optimum longevity and health. PinnacleCare serves 3,000 members worldwide and has offices throughout the United States and London. For more information, visit [www.PinnacleCare.com](http://www.PinnacleCare.com).

## **About Champions Biotechnology, Inc.**

Champions Biotechnology, Inc. is engaged in the development of advanced preclinical platforms and tumor specific data to enhance and accelerate the value of oncology drugs. The Company's Preclinical Platform is a novel approach based upon the implantation of primary human tumors in immune deficient mice followed by propagation of the resulting engraftments (BiomerK Tumorgrafts™) in a manner that preserves the biological characteristics of the original human tumor. Early studies suggest that unlike traditional xenografts, these Tumorgrafts closely reflect human cancer biology and their response to drugs is predictive of clinical outcomes in cancer patients. Champions Biotechnology leverages its preclinical platform to evaluate drug candidates and to develop a portfolio of novel therapeutic candidates. As drugs progress through early stage development, the Company plans to sell, partner or license them to pharmaceutical and/or biotechnology companies, as appropriate. The Company also offers its predictive preclinical platform and tumor specific data to physicians for personalized patient care and to companies for evaluation of oncology drugs in models that integrate prognostic testing with biomarker discovery. The personalized oncology services division assists physicians by maximizing personalized treatment options for their cancer patients through access to expert medical information panels and development of personalized Tumorgrafts from their patient's fresh tumor.

[www.championsbiotechnology.com](http://www.championsbiotechnology.com)  
[www.personalizedcancertreatment.com](http://www.personalizedcancertreatment.com)

*This press release contains "forward-looking statements" (within the meaning of the Private Securities Litigation Act of 1995) that inherently involve risk and uncertainties. Champions Biotechnology generally uses words such as "believe," "may," "could," "will," "intend," "expect," "anticipate," "plan," and similar expressions to identify forward-looking statements. One should not place undue reliance on these forward-looking statements. The Company's actual results could differ materially from those anticipated in the forward-looking statements for many unforeseen factors. See Champions Biotechnology's Form 10-K for the fiscal year ended April 30, 2009 for a discussion of such risks, uncertainties and other factors. Although the Company believes the expectations reflected in the forward-looking statements are reasonable, they relate only to events as of the date on which the statements are made, and Champions Biotechnology's future results, levels of activity, performance or achievements may not meet these expectations. The Company does not intend to update any of the forward-looking statements after the date of this press release to conform these statements to actual results or to changes in Champions Biotechnology's expectations, except as required by law.*