



Champions Biotechnology, Inc.

*A Personalized Approach
To Oncology Drug Development*

December 2009

Advanced Preclinical Platforms and Tumor Specific Data to Enhance the Value of Oncology Drugs



Safe Harbor Statement

These documents contain "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.



Avoiding Typical Biotech Pitfalls

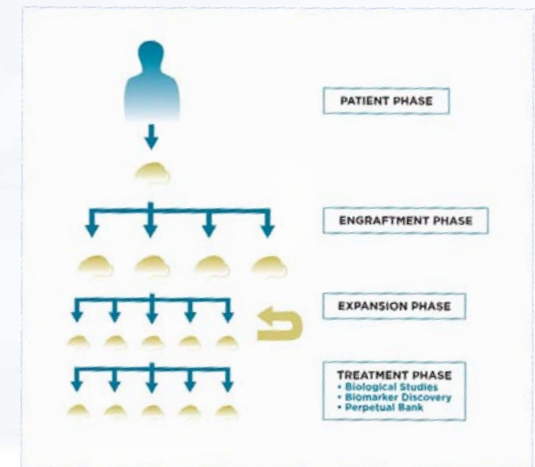
- Biomerk Tumorgrafts™, a proprietary, predictive platform for assessing the clinical utility of anticancer drugs, alone and in combination, against solid tumors
- Two synergistic revenue-generating businesses
- Champions is not tied to any one compound, developer or institution as it brings in novel agents and selects those with the greatest potential value for further development
- Champions has reviewed > 60 patented compounds and is securing agreements allowing it to evaluate select compounds with its predictive platform and to in-license those that show compelling anticancer activity
- ❖ **Our corporate goal is to build a large pipeline of in-licensed oncology compounds and use our platform to significantly increase their clinical development success rate, versus the dismal current standard (~8%)**
- ❖ **Value inflection point will occur as Champions' Tumorgraft driven clinical development demonstrates success in comparative phase II trials**



Studies Suggest Biomerk Tumorgrafts are Predictive of Phase II Outcomes; May be Critical in Designing Phase I/II Clinical Trials

Tumorgraft Models (*published studies*):

- **94% correlation** to the original tumor by analysis of 30,000 genes
- **Stable at gene and protein level** across 10 passages
- **Distribution of sensitivity/resistance** to standard drugs is consistent with clinic results
- **Stable response to standard drugs** across 10 passages
- **Sensitivity/resistance to drug received by patients correlates** with time to tumor progression (TTP) in the patients and phase II results
- **Same response to drugs as the original patient tumor**; novel treatments identified in Tumorgrafts successfully yield tumor regression in donor patients



Optimizing Drug Development and Patient Treatment

- Optimal Drug Application
 - Tumorgrafts enable identification of optimal cancer type
- Biomarker Discovery
 - Tumorgrafts provide a predictive platform and sufficient tissue to test a wide range of biomarkers for their predictive capacities *in vivo*.
 - Enables identification of optimal patients within a cancer type
- Drug Regimens
 - Tumorgrafts are suitable model for predicting efficacious drug combinations that affect different cell populations, including cancer stem cells
- Drug Dosage
 - Tumorgraft growth and response to different drugs provide the data necessary to enable optimal dose determinations



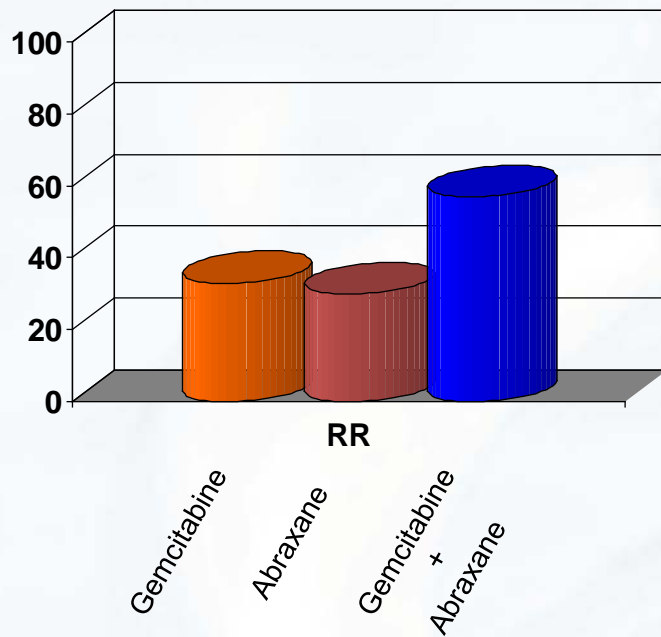
Tumorgraft Treatment Correlations

Case	Number of Drugs Tested	Predicted Clinical Sensitivity (Yes/No)	Predicted Clinical Resistance (Yes/No)	Treatment Course & Duration of Response
Lung	25	Yes, once	Yes, twice	3 rd line, > 9 mo
Leiomyosarcoma	28	Yes, twice	Yes, twice	4 th line, > 9mo
Mesenchymal Chondrosarcoma	21	Yes, once	Yes, once	3 rd line, 9 mo
Gastroesophageal Cancer	24	Yes, three times	Not tested	3 rd , 4 th , & 5 th line, living
Colorectal Cancer	16	Yes, once	Not tested	3 rd line, living
Pancreatic Cancer	17	Yes, three times	Yes, once	2 nd line, living (+3 yr)
Breast Cancer	12	Yes, once	Not tested	Passed away
Myoepithelioma	13	No agents demonstrated activity	Yes, twice	N/A
TOTAL	156	12/12	7/7	N/A



Predict Clinical Drug Combination Outcomes

Tumorgraft Response



Clinical Outcome

	RR (%)	OS
Gemcitabine	~ 10	~ 5 months
Gemcitabine + ABI	40	10.8 months



CBI
In-Licensed
Programs

Co-Development
Partnerships

Preclinical eValuation

Predictive Preclinical Platform

**Personalized
Tumorgrafts**

Substantial Value Creation as Platform Technology Demonstrates a **Significantly Higher** Clinical Development Success Rate with In-licensed and Partnered Drugs vs. Industry Standards

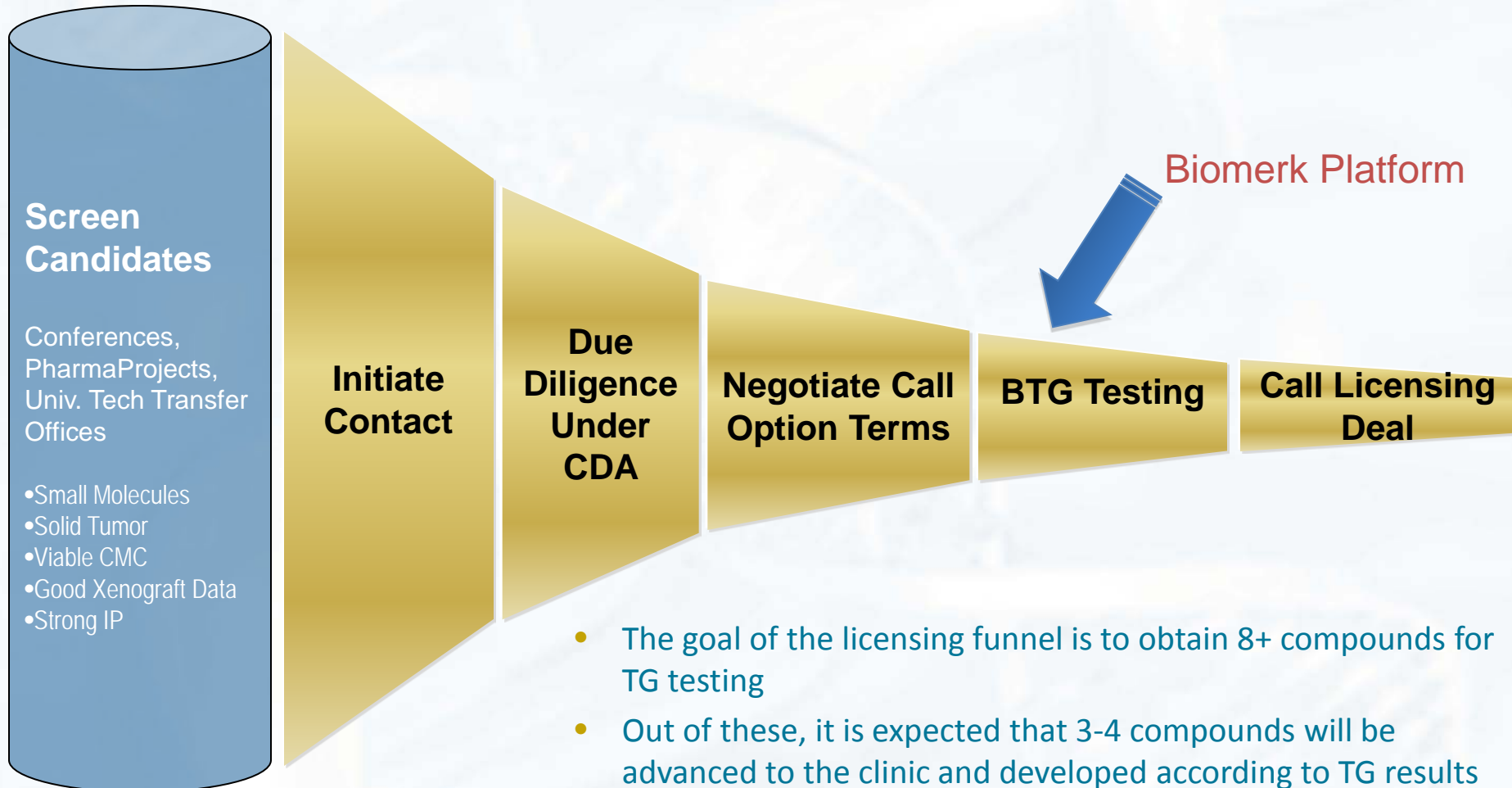


Greater Development Success for Tumorgraft Driven Pipeline

- Champions has a novel platform, proven capable of optimizing drug treatments for:
 - ✓ predicting clinical effectiveness of drug candidates
 - ✓ cancer patients
- Using Biomerk Tumorgraft technology to guide oncology drug development is expected to result in improved and accelerated clinical outcomes
 - ✓ reducing drug development risk, shortening development time, increased success rate
 - ✓ yielding a premium on returns for Champions' compounds
- Biomerk Tumorgrafts are already being leveraged to evaluate promising therapeutic compounds that Champions will in-license to build enhanced-value pipeline
- Champions' drug evaluation program is in sync with the trend in anticancer therapy – biomarker discovery, identifying the right patient populations and optimal combination strategies



Effort Required to Achieve Licensing Target



Business Model: Preclinical eValuation Services

- Champions has agreements in place with more than 6 companies and is in advanced discussions with more than 20 others to assess their oncology drug candidates; these include:
 - Centocor, a subsidiary of Johnson & Johnson (therapeutic antibodies; 3 total agreements)
 - One of the world’s largest biotechnology companies (therapeutic antibodies)
 - ImClone (therapeutic antibodies)
 - Ortho Biotech Oncology Research & Development, a division of Janssen Pharmaceutica NV (small molecule)
 - Alfacell (Onconase combination regimens)
- Demand for Champions’ Tumorgraft testing services is expected to increase even further as the results of early preclinical Tumorgraft studies provide additional evidence of shorter drug development timelines and improved outcomes



Business Model: Personalized Oncology

- Champions offers Personalized Oncology Services that involve:
 - Personalized Tumorgrafts to determine the optimal treatment for the client
 - Advisory panels of expert physicians to assist in evaluating medical records, identifying conventional and experimental treatment options, and arranging for further analyses of the patient’s cancer
- 100% Correlation between TG prediction and client response
- Revenue up 134% vs. 2008
- Established business subsidiaries in the UK and Israel
- Collaboration with PinnacleCare – the leading private health advisory firm in the world
- Synergistic with Company’s other business units



- ✓ **Nov, '09** Entered into exclusive licensing agreement with Yale and SRI for the repurposing of Bithionol
- ✓ **Oct, '09** Entered into exclusive licensing agreement with Ramot for TAR-1
- ✓ **Oct, '09** Entered into service agreement with Ortho Biotech, a division of Janssen Pharmaceutica
- ✓ **Sept, '09** Entered into collaboration agreement with PinnacleCare
- ✓ **Sept, '09** Entered into service agreement with global biotech leader for development of oncology therapeutic
- ✓ **June, '09** Collaboration with Do-Coop Technologies results in soluble formulation for SG410 and enables TG testing
- ✓ **May, '09** Ongoing Phase II clinical trial validated ability of Tumorgraft models to predict Phase II clinical response
- ✓ **Jan, '09** Secured the right to royalties on sales of Salirasib under an agreement with Concordia Pharmaceuticals
- ✓ **Dec, '08** Entered into service agreement with Centcor, a Johnson & Johnson subsidiary
- ✓ **May, '08** Entered into service agreement with ImClone Systems
- ✓ **May, '07** Acquired Biomerk, Inc.
- ✓ **Feb, '07** Acquired drug candidate SG410 that has shown activity against pancreatic and prostate cancers



- ✓ **In-license TAR-1 from Ramot at Tel Aviv University**
- ✓ **In-license Bithionol from Yale University and Southern Research Institute**
- ❑ Completion and announcement of **Tumorgraft results** for in-licensed compounds
- ❑ Announcement of **collaboration with strategic deep pocket partner** to fund clinical development of Champions' in-licensed compounds
- ❑ Execution of **additional call option agreements**, Tumorgraft testing and results, and in-licensing of the most promising candidates to build a pipeline of oncology drug candidates
- ❑ **Two publications** validating the close correlation between Tumorgraft predicted treatments and patient clinical outcomes
- ❑ **New service contracts** and collaborations with leading pharmaceutical and biotechnology companies to test their oncology compounds in Biomerck Tumorgrafts within the Preclinical eValuation business
- ❑ Additional **strategic collaborations** to expand and grow the Personalized Oncology business



Douglas D. Burkett, Ph.D. – President and Principal Executive Officer

- Served in his current position since March 2008, after serving as executive consultant to develop and begin executing the Company's strategy and its business plan from July 2007.
- Held several executive positions for Zila, Inc. between 1995 and 2007, including Chairman, Chief Executive Officer, and President from 2002 to 2007. Led the FDA clearance and commercialization of the world's first oral cancer diagnostic, grew market acceptance and insurance reimbursement.

Mark R. Schonau, CPA – Chief Financial Officer

- Joined the Company in January 2009 with more than 25 years of experience in financial and operations management.
- Served as Chief Financial Officer for Insys Pharmaceuticals, Axway, Viasoft, and Cycare. Before entering the private sector he spent eight years at Ernst & Young.

Guy Malchi, MBA – Head of Corporate Development and General Manager, Champions Biotechnology UK

- Joined the Company in August 2008 with more than 12 years of experience in deploying business strategies and developing business relationships in the biopharmaceutical industry.
- Served as CEO of Optimata Ltd, a development-stage biopharmaceutical company, and was a founding partner of the European life science practice of Tefen, an international management consulting company.

Manuel Hidalgo, M.D., Ph.D. – Chief Scientist

- Assumed his current position in March 2008, after serving as Director and a Scientific Advisor from June 2007. Also serves as Professor of Oncology at the Universidad CEU San Pablo, Director of the Centro Integral Oncologia "Clara Campal" and Director of the Clinical Research Program at CNIO all in Madrid, Spain. Served as Director of Gastrointestinal Oncology at Johns Hopkins University School of Medicine from 2001 to 2009.
- Has received international recognition for his scientific achievements, which include more than 140 peer-reviewed publications.

Elizabeth Bruckheimer, Ph.D. – Vice President, Scientific Operations

- Joined Champions in January of 2009 and has served in her current role since August 2009, with experience as a cancer biologist and pharmacologist in preclinical and translational science and cancer drug development in academic and industry settings.
- Held various management positions with Systems Medicine LLC, MedImmune, Inc. and Targeted Genetics Corporation.



David Sidransky, M.D. – Chairman of the Board

- Director of the Head and Neck Cancer Research Division at Johns Hopkins University School of Medicine, with more than 400 scientific publications and numerous awards for his research in the field of oncology.
- Recognized for his work with early detection of cancer and as one of the top research scientists and oncologists in America. Served on scientific advisory boards of MedImmune Inc., Roche, Amgen and Veridex, LLC. (a Johnson & Johnson diagnostic company), and as Director (2005-2008) of American Association for Cancer Research (AACR).
- Served as Vice Chairman at ImClone Systems, Inc. and was active in leading that company's transition, growth and sale to Eli Lilly and Company.

James M. Martell – Director

- Founded Champions in 1985 and served as Chairman, CEO, and President until March 2008. Served as Chief Administrative Officer until May 2009. Since 2004, collaborated with Dr. Sidransky in the development of personalized oncology panels. Currently oversees the Company's personalized oncology panels.
- Served as partner of Tomar Associates, a consulting firm specializing in European-American joint ventures, venture capital financing, technology transfer, corporate finance, and business development.

Abba David Poliakoff – Director

- Member of the law firm of Gordon, Feinblatt, Rothman, Hoffberger & Hollander, LLC, in Baltimore, Maryland and a member of the Maryland State Bar Association's Business Law Section. He serves on the *Governor's International Advisory Council on International Commerce and Trade* in Maryland, and is the Chairman of the *Maryland/Israel Development Center*, a joint venture between Maryland and the State of Israel. He is also on the Board of Directors of the Greater Baltimore Technology Council, a member of the Technology Council of Maryland, and serves as a director of and in many advisory capacities for a number of business, governmental and community organizations.
- Served in a business advisory capacity for numerous state and trade associations.

Ana I. Stancic, CPA, MBA – Director

- More than 20 years of progressive financial and operational experience in the life science industry.
- Held various executive finance positions with Aureon Laboratories, OMRIX Biopharmaceuticals, Imclone Systems, Savient Pharmaceuticals, Ogdgen Corporation, and Omnicare. Began her career at PriceWaterhouseCoopers.



Q1 Financial Results

(in 000's)	7/31/2009	7/31/2008
Revenues	962	673
Cost of Goods Sold	668	260
Gross Profit	294	413
Operating Expenses:		
Research and Development	496	231
General and Administrative	806	334
Total Operating Expenses	1,302	565
Operating Loss	(1,008)	(152)
Interest Income	5	21
Loss Before Taxes	(1,003)	(131)
Net Loss Per Share	(\$0.03)	(\$0.00)

Ticker:	CSBR.OB
Market Cap:	\$25.6 million
Share Price:	\$0.78
Shares Outstanding:	32.8 million
Fiscal Year End:	April 30 th





CSBR Weekly Performance (OTC BB)





Champions Biotechnology, Inc.

www.ChampionsBiotechnology.com

www.PersonalizedCancerTreatment.com

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