



Biopharmaceutical Leader UCB Offers New Patient Programs for the Epilepsy Community

Company Acts Nationally and Locally in Recognition of Epilepsy Awareness Month in November

ATLANTA – November 2, 2010 – UCB, a global biopharmaceutical company long recognized for its commitment to the [epilepsy](#) community and patient-centered approach, will mark Epilepsy Awareness Month by rolling out new activities and resources at the national and local levels. These programs represent UCB's continued commitment to the epilepsy community and seek to empower patients and raise awareness about the condition.

"At UCB, we are dedicated to improving the standard of epilepsy care, not only through our products but also through programs that foster independence and help people with epilepsy live beyond the boundaries of their condition," said Greg Duncan, UCB President for North America. "We are proud of our heritage of creating and supporting innovative programs for patients and professionals."

In honor of Epilepsy Awareness month, UCB is sponsoring "A Cause for Paws," a donation drive that will benefit longtime partner Canine Assistants, an organization that helps people with epilepsy lead more independent lives by providing them with seizure response dogs. Donated dog supplies will be presented at Canine Assistants, near UCB's U.S. headquarters outside of Atlanta.

Evolution of Epilepsy Support Programs

Created by UCB in 2006, the Epilepsy Advocate™ program offers opportunities to learn more about epilepsy and how to manage the condition. [Epilepsy Advocates](#) are people living with epilepsy and caregivers who share their success stories with a goal of inspiring individuals in the epilepsy community to seek the best possible care and make positive changes in their lives.

To date, over 15,000 people impacted by epilepsy have connected with Epilepsy Advocates at more than 300 live programs across the U.S. Additionally, [EpilepsyAdvocate.com](#) and [Facebook.com/EpilepsyAdvocate](#) offer a wide variety of resources, including an engaging online radio program and motivational videos, for anyone looking for more information about epilepsy.

UCB has also been the exclusive sponsor of Canine Assistants seizure response dogs since 2005, providing substantial monetary support to sponsor seizure response dogs for people who need them. Seizure response dogs are specially trained to remain next to a person during a seizure, summon help, or retrieve a phone prior to a seizure. The cost of one service dog is nearly \$20,000, which covers the in-depth training, ongoing support and veterinarian care for the life of the dog.

Additional UCB Epilepsy Awareness Month Activities

Women Succeeding with Epilepsy: In conjunction with HealthyWomen, the leading online health information source for women, Epilepsy Advocate launched the Women Succeeding with Epilepsy webcast series earlier this year. The program features real women sharing their stories of how they have dealt with the challenges of epilepsy both as patients and as caregivers. Two new videos will be available later this month on [www.EpilepsyAdvocate.com](#).

Epilepsy Advocate Radio: Hosted by Epilepsy Advocate Chris Maxwell, this internet radio show features patients and epilepsy experts discussing a wide array of epilepsy topics, including navigating college with epilepsy, achieving career goals, caring for a loved one with epilepsy and tips from an epilepsy nurse. This month, Maxwell interviews a recipient of the UCB Family Epilepsy Scholarship.

Epilepsy Advocate magazine: The fall issue features tips for talking to employers about epilepsy, information about Canine Assistants and guidance about how healthcare reform will affect people living with epilepsy. Epilepsy Advocate magazine is also widely read in the epilepsy community, with a readership of 100,000. [Request a free subscription.](#)

UCB Family Epilepsy Scholarship Program™: Since 2005, UCB has awarded over 200 scholarships, totaling more than \$1 million in educational support. Scholarships are awarded to those living beyond the boundaries of epilepsy including patients, caregivers or family members seeking higher education opportunities. UCB is announcing the winners this month. For photos and quotes of the 2010 scholarship recipients, go to Facebook.com/UCBEpilepsyScholarship.

Take Charge Tour 2010: These free events offer the opportunity to hear inspiring, personal stories from Epilepsy Advocates, learn about epilepsy from a physician and ask questions. To find out when the Take Charge Tour is coming to your area, [click here](#) or call 1-866-865-7305.

Epilepsy Advocate Newsroom: Find the latest Epilepsy Advocate news, success stories, quotes, facts, photos and videos. To visit the newsroom, [click here](#).

About UCB

UCB, Brussels, Belgium (www.ucb.com) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 8,000 people in about 40 countries, the company generated revenue of EUR 3.1 billion in 2009. UCB is listed on Euronext Brussels (symbol: UCB). UCB's U.S. headquarters has been located in Smyrna, GA since 1995.

About Epilepsy

Epilepsy is a chronic neurological disorder affecting approximately 50 million people worldwide and three million people in the U.S.—making it more common than multiple sclerosis and Parkinson's disease combined. It is caused by abnormal, excessive electrical discharges of the nerve cells, or neurons, in the brain. Epilepsy is characterized by a tendency to have recurrent seizures and is defined by two or more unprovoked seizures. There are many different seizure types and epileptic syndromes. Roughly 20-30 percent of people living with epilepsy have either uncontrolled seizures or significant side effects secondary to medication. This highlights the ongoing need for the development of new epilepsy therapies. For more information about epilepsy, visit EpilepsyAdvocate.com.

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Further Information

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