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NEWS FROM THE CICATRICIAL ALOPECIA RESEARCH FOUNDATION

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DOCTOR-PATIENT TEAM RECEIVES AWARDS FROM AMERICAN ACADEMY OF DERMATOLOGY FOR FOUNDING ORGANIZATION TO HELP PEOPLE WITH RARE HAIR DISORDERS

San Francisco, Feb. 17, 2010 — CARF Co-Founders Sheila Belkin and Vera Price, MD, will be honored with the 2010 Gold Triangle Award for their individual contributions in the field of health. Belkin and Price came together as patient and doctor to form and champion the Cicatricial Alopecia Research Foundation (CARF), the world's only organization and voice for patients and families with cicatricial alopecia

The Gold Triangle Awards are presented annually by the American Academy of Dermatology to recognize and honor media, industry, health community and individual efforts that further public understanding of dermatologic conditions and concerns, and encourage healthy behaviors in the care of the skin, hair and nails.

After Belkin was diagnosed with lichen planopilaris, one of several types of cicatricial alopecia, and realized there was no available information or patient support, she nudged Dr. Price to help launch a group that would give assistance, encouragement and hope to needy patients with these previously neglected, rare and difficult to treat diseases.

“As a patient I know what CARF means to fellow patients who previously felt isolated and had no place to turn,” says Belkin. “I am appreciative of the Academy's acknowledgement of the vital role CARF serves.”

CARF, according to Dr. Price, has “reached a group of patients who were very much alone with a rare, permanent hair loss problem that few could diagnose or manage. They now have a resource for information, support, camaraderie, and a means to increase awareness and research. I am grateful to the Academy for recognizing our Foundation and humbly accept this prestigious award.”

CARF has accomplished a great deal in a relatively short time and has offered valuable resources for patients with cicatricial alopecia, for their families, and for physicians and nurses. It is in this spirit of public service that Belkin and Dr. Price worked with passionate enthusiasm and tireless commitment to fulfill CARF's mission: to provide funds for research to find effective treatments and a cure, to support education and advocacy, and to raise public awareness.

To date, CARF has received three Gold Triangle Awards from the Academy for excellence in public education of dermatologic issues for its 1) website www.carfintl.org; 2) 1st International Patient Doctor Conference; 3) newsletter *CARF Communiqué*. CARF founders were recognized by House Speaker Nancy Pelosi with Special Congressional Commendations for Outstanding and Valuable Service to the Community.

About CARF

The Cicatricial Alopecia Research Foundation (CARF) was formed in 2001 as a result of one person's experience with scarring alopecia (cicatricial means scarring). When the patient realized that little is known about such disorders, she decided, with the help of her doctor, to initiate a grassroots effort to raise funds for research to find effective treatments and a cure, to support education and advocacy, and to raise public awareness of these rare diseases.

The Cicatricial Alopecia Research Foundation is a 501(c)(3) tax-exempt not-for-profit organization. CARF funds are available to support research that will enhance our knowledge about this difficult group of diseases. To learn more about CARF research opportunities and activities, please visit www.carfintl.org.

Contact Jana FitzGerald (415-307-6355) for more information or to arrange an interview with Ms. Belkin or Dr. Price