



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Partners with Cancer Fighting Network: Dendreon!

JACKSONVILLE, Fla., January 26, 2012 -- The Blood Alliance (TBA), enriching lives since 1942, stepped into the cutting edge of transfusion medicine in October last year as a part of Dendreon Corporation's Apheresis Network. TBA's nursing team joins an integral Dendreon network that provides a cancer fighting treatment to patients battling prostate cancer through a procedure that begins with the patient's own blood donation.

TBA nurses collect a special blood product from patients who are fighting cancer, that is then shipped and processed into Dendreon's new therapy, Provenge®. Provenge® contains the patient's own immune cells that have been stimulated to fight their cancer and is later returned to that same patient as a transfusable drug to fight prostate cancer.

"The Blood Alliance is excited to be involved in this referral service, and sees it as a natural extension of our blood product services for the community," said Marsha Bertholf, MD, Medical Director of The Blood Alliance. "We offer numerous services including being the sole provider of transfusable blood to more than 40 hospitals and medical facilities in Florida, Georgia and South Carolina."

To make an appointment to donate visit our website at: www.igiveblood.com, use our iPhone and Droid app at: "iDon8" or call The Blood Alliance at: 888-99-TBA HERO (888.998.2243).

FACT: The Blood Alliance must collect blood from more than 360 donors every day to meet the needs of area hospitals.

About The Blood Alliance

The Blood Alliance (TBA) provides blood to more than 40 hospitals and medical facilities in Florida, Georgia, and South Carolina. It provides a safe and adequate blood supply to the regions it serves and is a member of America's Blood Centers – a national network of independent community blood centers responsible for nearly half of the nation's blood supply. TBA has been enriching lives since 1942 and is a non-profit community blood center licensed by the FDA and accredited by the AABB. For more information please visit: www.igiveblood.com or call: 888.99.TBA.HERO.

About Dendreon

Dendreon Corporation (NASDAQ: DNDN) is a biotechnology company focused on targeting cancer and transforming lives through the discovery, development, and commercialization of novel therapeutics that may significantly improve cancer treatment options for patients. The company applies its expertise in antigen identification, engineering and cell processing to produce active cellular immunotherapy (ACI) product candidates designed to stimulate an immune response. Dendreon is headquartered in Seattle and has a manufacturing facility in New Jersey and is in the process of constructing facilities in Georgia and California. For more information please visit: www.dendreon.com