

## **Synta Pharmaceuticals Awards JFK Communications Gantespib Strategic Communications Projects**

Princeton, NJ, October 3, 2011-- JFK Communications, Inc. announces that the firm will support Synta Pharmaceuticals on various communications projects. Specifically, JFK will support corporate communications activities designed to raise awareness of Synta as an emerging global force in oncology through various media relations programs. JFK will also provide clinical and data communications support for Synta's lead compound, ganetespib.

Ganetespib is a potent, synthetic, small molecule inhibitor of heat shock protein 90 (Hsp90), a chaperone protein that is essential to the function of certain other proteins, for example tyrosine kinases, that drive the growth, proliferation, and survival of many different types of cancer. Synta recently announced the launch of GALAXY, a phase 3 trial designed to evaluate the safety and efficacy of ganetespib in non-small cell lung cancer (<http://clinicaltrials.gov/show/NCT01348126>).

"We have had a long relationship with many of the leaders inside Synta, as well as their clinical team, so we are thrilled to continue and expand our work with the company," said John Kouten, Chief Executive Officer, JFK communications, Inc. "Our extensive oncology experience, as well as our previous experience supporting the global launch of lung cancer medicines, positions us as a strong partner with Synta."

Synta Pharmaceuticals Corp. is a biopharmaceutical company focused on discovering, developing, and commercializing small molecule drugs to extend and enhance the lives of patients with severe medical conditions, including cancer and chronic inflammatory diseases. Synta joins an ever-expanding list of prestigious life science and healthcare clients, including Pharmanet, Prometheus Laboratories and Catalent Pharma Solutions.

JFK Communications, Inc. is an innovative provider of creative communications solutions for the specialty pharmaceutical, biotechnology, medical technology, and allied healthcare industries.

As a cutting edge shop, JFK employs the latest in digital, interactive and social media strategies in concert with traditional media channels to achieve communications objectives in an increasingly complex and ever evolving healthcare environment.

For more information on JFK Communications' capabilities or career opportunities, please visit the updated JFK Web site at [www.jfkhealth.com](http://www.jfkhealth.com), or call us at (609) 514-5117.

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