The American Cancer Society Launches New and Improved Web Site: Cancer.org

More Relevant Searches, User Friendly Experience for Consumers

ATLANTA— July 27, 2010— The American Cancer Society, the nation's largest voluntary health organization and a leading resource for online cancer information, has launched its newly redesigned cancer.org Web site. With more sophisticated and relevant search features, more user-friendly navigation, and an updated design, the new site offers an improved experience for anyone looking for information, help or ways to fight back against cancer.

The new cancer.org is divided into four main sections – *Stay Healthy, Find Support & Treatment, Explore Research* and *Get Involved* – that reflect the primary ways the American Cancer Society helps save lives from cancer. The *Stay Healthy* section provides information on steps consumers can take to help prevent cancer, find cancer early and stay well; the *Find Support & Treatment* section offers information to guide you or a loved one through every step of a cancer experience; the *Explore Research* section explains what research the American Cancer Society is conducting to better understand, prevent and cure cancer; and the *Get Involved* section shares the many ways Americans can get involved to fight back against cancer through volunteering, participating in events and offering financial support. Additionally, there is a wealth of information within the Get Involved section about how to help pass laws to defeat cancer through the work of the Society's nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN).

"The American Cancer Society is already the leading cancer information resource for 25 million visitors each year, and we want to work harder to be the first place all people turn to for help dealing with cancer issues. We listened to what consumers told us they want when they look for information about cancer, and we think our new cancer.org Web site will help meet those needs," said Scott P. Bennett, national vice president of marketing for the American Cancer Society. "We hope that the improvements to the site will help people have the same personal and helpful experience online with us that they do in person and in their communities."

Several more user-friendly features of the site include:
• New tools to help people connect and share information, advice and support with friends and loved ones;
• A free "My ACS" account that offers registered users the ability to save important articles and relevant information;
• Direct access to local American Cancer Society office details, plus local event, program and service information, all based on user-defined Zip code or city information;
• The ability to enlarge or decrease the size of the text on the page to help improve readability;
• Greatly improved accessibility in an ongoing effort to comply with the Americans with Disabilities Act.

About the American Cancer Society
The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end cancer for good. As a global grassroots force of three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping you stay well by preventing cancer or detecting it early, helping you get well by being there for you during and after a diagnosis, by finding cures through groundbreaking discovery and fighting back through public policy. As the nation's largest non-governmental investor in cancer research, contributing about $3.4 billion, we turn what we know about cancer into

what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.