

bluebird bio Selected As A 2014 Technology Pioneer By The World Economic Forum

Written by Australian Business

CAMBRIDGE, Mass.--([BUSINESS WIRE](#))--bluebird bio, Inc. (Nasdaq: BLUE) today announced that it has been named a [2014 Technology Pioneer](#), a prestigious award from the [World Economic Forum](#) honoring the world's most innovative technology start-ups. bluebird bio was selected for its efforts in developing gene therapies for severe genetic and orphan diseases.

“bluebird bio is seeking to bring transformative gene therapies to patients”

bluebird bio's gene therapy platform holds the promise of delivering a one-time treatment for a wide variety of diseases. The company's initial focus is on genetic diseases caused by a known mutation in a single gene. Through the application of gene therapy, bluebird is developing product candidates designed to insert a functional gene into a patient, potentially correcting their underlying disease. In addition to genetic diseases, bluebird and its partners are also utilizing this technology to develop product candidates intended to treat various cancers, by targeting a patient's own immune system to seek out and kill cancer cells in the body, offering a new approach to cancer treatment.

“bluebird bio is seeking to bring transformative gene therapies to patients” stated Nick Leschly, Chief bluebird. “We consider recognition by the World Economic Forum to be a rewarding validation of the team's hard work and dedication to developing these innovative therapies for patients around the world.”

The World Economic Forum class of 2014 Technology Pioneers includes 36 innovative technology start-ups chosen for their potential to transform the future of business and society. Each year the World Economic Forum chooses its Technology Pioneers from hundreds of applicants that are vetted by a distinguished selection committee of technology and innovation experts.

The head of the New Champions at the World Economic Forum, David Aikman, noted: “The diversity of the innovative thinking and possible solutions they offer are why leaders from all sectors of society are interested in interacting with the Technology Pioneers.”

bluebird bio and the 2014 Technology Pioneers will be honored at the Forum's Annual Meeting of the New Champions 2013 in Dalian, People's Republic of China, from September 11-13, 2013.

About bluebird bio, Inc. bluebird bio is a clinical-stage company committed to developing potentially transformative gene therapies for severe genetic and orphan diseases. bluebird bio has two clinical-stage programs in development. The most advanced product candidate, Lenti-D, recently initiated a phase 2/3 study for the treatment of childhood cerebral adrenoleukodystrophy (CCALD), a rare, hereditary neurological disorder affecting young boys. The next most advanced product candidate, LentiGlobin, is currently in a phase 1/2 study in France for the treatment of beta-thalassemia major and severe sickle cell disease. A second phase 1/2 study with LentiGlobin is expected to initiate in the United States in mid-2013 for the treatment of beta-thalassemia major.

bluebird bio also has an early-stage chimeric antigen receptor-modified T cell (CAR-T) program for oncology in partnership with Celgene Corporation.

bluebird bio has operations in Cambridge, Massachusetts, San Francisco, California and Paris, France. For more information, please visit www.bluebirdbio.com.

Forward-Looking Statements

This release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the clinical potential of bluebird bio's gene therapy platform and product candidates and the advancement and stage of its clinical trials. Any forward-looking statements in this press release are based on management's current expectations of future events and are subject to a number of risks and uncertainties that could cause actual results to differ materially and adversely from those set forth in or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to, risks associated with gene therapy generally, which is a novel technology and not yet approved as a therapeutic modality in the United States, the risk of cessation or delay of any of the ongoing or planned clinical trials and/or the development of product candidates, the risk that the results of previously conducted studies involving similar product candidates will not be repeated or

bluebird bio Selected As A 2014 Technology Pioneer By The World Economic Forum

Written by Australian Business

observed in ongoing or future studies involving current product candidates, and the risk that the collaboration with Celgene will not continue or will not be successful. For a discussion of other risks and uncertainties, and other important factors, any of which could cause actual results to differ from those contained in the forward-looking statements, see the section entitled "Risk Factors" in bluebird bio's Quarterly Report on Form 10-Q, as well as discussions of potential risks, uncertainties, and other important factors in bluebird bio's subsequent filings with the Securities and Exchange Commission. All information in this press release is as of the date of the release, and bluebird bio undertakes no duty to update this information unless required by law.

[Read more](#)