

bluebird bio to Present at the Cowen and Company 32nd Annual Healthcare Conference

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CAMBRIDGE, Mass., February 28, 2012 – [bluebird bio](#), a leader in the development of innovative gene therapies for severe genetic disorders, announced today that Nick Leschly, chief executive officer, is scheduled to present at the Cowen and Company 32nd Annual Health Care Conference on Tuesday, March 6, 2012 at 8:30a.m. EST at the Boston Marriott Copley Place.

Mr. Leschly is expected to discuss the company's vision for developing gene therapies for genetic diseases with high unmet medical needs, including beta-thalassemia, sickle cell disease and childhood cerebral adrenoleukodystrophy (CCALD). The presentation will include updates on the launch of the company's pivotal CCALD clinical trial, as well as patient data updates and enrollment of the ongoing beta-thalassemia/sickle cell disease trial.

About bluebird bio

bluebird bio is developing innovative gene therapies for severe genetic disorders. At the heart of bluebird bio's product creation efforts is its broadly applicable gene therapy platform for the development of novel treatments for diseases with few or no clinical options. The company's novel approach uses stem cells harvested from the patient's bone marrow into which a healthy version of the disease causing gene is inserted. bluebird bio's approach represents a true paradigm shift in the treatment of severe genetic diseases by eliminating the potential complications associated with donor cell transplantation and presenting a one-time potentially transformative therapy. bluebird bio has two later stage clinical products in development for [childhood cerebral adrenoleukodystrophy \(CCALD\)](#) and [beta-thalassemia/sickle cell anemia](#). Led by a world-class team, bluebird bio is privately held and backed by top-tier life sciences investors, including Third Rock Ventures, TVM Capital, ARCH Venture Partners, Forbion Capital Partners, Easton Capital and Genzyme Ventures. Its operations are located in Cambridge, Mass. and Paris, France. For more information, please visit <http://www.bluebirdbio.com/>.

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