

## **bluebird bio to Present at the Rodman & Renshaw Annual Global Investment Conference**

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### **FOR IMMEDIATE RELEASE**

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**CAMBRIDGE, Mass., September 7, 2012** – [bluebird bio](http://www.bluebirdbio.com), a leader in the development of innovative gene therapies for severe genetic disorders, announced today that Jeffrey T. Walsh, chief operating officer, is scheduled to present at the Rodman & Renshaw Annual Global Investment Conference on Monday, September 10, 2012 at 4:05PM EST at the Waldorf Astoria Hotel in New York City.

Mr. Walsh 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 plans for the company's Phase 2/3 CCALD clinical trial, as well as updates for the ongoing betathalassemia and sickle cell disease trials.

#### **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 own 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 potentially presenting a one-time transformative therapy using a patient's own stem cells. bluebird bio has two later stage clinical products in development for childhood cerebral adrenoleukodystrophy (CCALD) and betathalassemia, and plans to initiate a program in sickle cell disease. Led by a world-class team, its operations are located in Cambridge, Mass. and Paris, France. For more information, please visit [www.bluebirdbio.com](http://www.bluebirdbio.com).

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