

Advaxis, Inc.
Form DEFA14A
May 14, 2013

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549**

SCHEDULE 14A

(Rule 14a-101)

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934
(Amendment No.)**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Under Rule 14a-12

Advaxis, Inc.

(Name of Registrant as Specified in Its Charter)

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(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

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Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

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(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

****** IMPORTANT REMINDER ******

Dear Stockholder:

By now, you should have received your proxy material for the 2013 Advaxis Annual Meeting scheduled to be held on June 5, 2013. Our records indicate that you had not yet voted your shares at the time of the mailing of this reminder letter.

Your vote is extremely important. **PLEASE VOTE TODAY. The fastest and easiest way to vote is by telephone or over the Internet.** Instructions on how to vote your shares over the telephone or Internet are enclosed with this letter. Alternatively, you may sign and return the enclosed voting form in the envelope provided.

Your Board recommends that you vote:

1. **FOR** the election of all named director nominees
2. **FOR** the ability to allow your Board to effect a Reverse Stock Split
3. **FOR** the approval to decrease the Company's capital stock
4. **FOR** the approval to amend the 2011 Omnibus Stock Plan
5. **FOR** the ratification of our independent public accountants
6. **FOR** the approval of an advisory (non-binding) proposal on the Company's executive compensation
7. That the advisory (non-binding) proposal on the Company's executive compensation be voted every **3 YEARS**

YOUR VOTE IS IMPORTANT

WE URGE YOU TO EXERCISE YOUR RIGHT TO VOTE TODAY.

If you sign and return the enclosed form without indicating a different choice, your shares will be voted as recommended by the Board of Directors.

If you have any questions or if you need assistance voting, please call Morrow & Co., LLC, our proxy solicitor, toll-free at 1-855-231-8973

Thank you for your investment in Advaxis, and for taking the time to vote your shares.

Sincerely,

Thomas A. Moore

Chairman & Chief Executive Officer