



Pluristem Scientists to Present a Poster on GvHD & Participate in a Panel Discussion at the BIRAX Regenerative Medicine Conference

HAIFA, ISRAEL, March 25, 2014 - Pluristem Therapeutics, Inc. (NasdaqCM: PSTI; TASE: PLTR), a leading developer of placenta-based cell therapies, today announced its participation in the 2nd UK-Israel Regenerative Medicine Conference (BIRAX), which is being held on March 25th and 26th, 2014 in Haifa at the Ruth and Bruce Rappaport Faculty of Medicine, Technion - Israel Institute of Technology.

Ohad Karnieli, Pluristem's Vice President of Development & Manufacturing will be a panelist on a session focused on commercialization of regenerative medicine titled, "Road to Clinical Translation – The viewpoint from Industry," on March 26th, at 4:20 pm.

Shani Raveh, Ph.D., Pluristem's Scientist will present a scientific poster titled, "Prevention of GvHD by PLX-PAD Cells via intravenous (IV) or intramuscular (IM) Administration". Preliminary results from Pluristem's preclinical study of its Placental eXpanded cells (PLX) in the prevention of graft versus host disease (GvHD) were announced in October, 2013. Dr. Raveh will present this data. Conclusions of the preclinical study include:

- a) PLX-PAD administration mitigates GvHD symptoms, suggesting that it may be an effective and novel prophylactic treatment for GvHD; and
- b) The beneficial effect of PLX-PAD is achieved by both IM and IV routes of administration implying that the systemic effect can be achieved also by local administration.

About Pluristem Therapeutics

Pluristem Therapeutics Inc. is a leading developer of placenta-based cell therapies. The Company's patented PLX (PLacental eXpanded) cells are a drug delivery platform that releases a cocktail of therapeutic proteins in response to a host of local and systemic inflammatory and ischemic diseases. PLX cells are grown using the company's proprietary 3D micro-environmental technology and are an "off-the-shelf" product that requires no tissue matching prior to administration.

Pluristem has a strong intellectual property position, company-owned GMP certified manufacturing and research facilities, strategic relationships with major research

institutions and a seasoned management team. For more information visit www.pluristem.com, the content of which is not part of this press release.

Safe Harbor Statement

This press release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and federal securities laws. For example, we are using forward-looking statements, when we discuss our preclinical study conclusions that PLX-PAD may be an effective and novel prophylactic treatment for GvHD or that the systemic effect of PLX-PAD can be achieved also by local administration. These forward-looking statements and their implications are based on the current expectations of the management of Pluristem only, and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements: changes in technology and market requirements; we may encounter delays or obstacles in launching and/or successfully completing our clinical trials; our products may not be approved by regulatory agencies, our technology may not be validated as we progress further and our methods may not be accepted by the scientific community; we may be unable to retain or attract key employees whose knowledge is essential to the development of our products; unforeseen scientific difficulties may develop with our process; our products may wind up being more expensive than we anticipate; results in the laboratory may not translate to equally good results in real surgical settings; results of preclinical studies may not correlate with the results of human clinical trials; our patents may not be sufficient; our products may harm recipients; changes in legislation; inability to timely develop and introduce new technologies, products and applications; loss of market share and pressure on pricing resulting from competition, which could cause the actual results or performance of Pluristem to differ materially from those contemplated in such forward-looking statements. Except as otherwise required by law, Pluristem undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risks and uncertainties affecting Pluristem, reference is made to Pluristem's reports filed from time to time with the Securities and Exchange Commission.

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