UK's Minister for Universities and Science, David Willetts & his Delegation Visit Pluristem Regarding UK-Israel Cooperation on Regenerative Medicine

HAIFA, ISRAEL, March 26, 2014- Pluristem Therapeutics, Inc. (NasdaqCM: PSTI; TASE: PLTR), a leading developer of placenta-based cell therapies, announced today that a delegation from the UK made an official visit to Pluristem on March 25, 2014. Officials visiting Pluristem included the UK's Minister for Universities and Science, David Willetts, whose responsibilities include overseeing the Department of Business Innovation and Skills (BIS), and Dr. Stephen Ward, Chief Operating Officer of the Cell Therapy Catapult, a non-profit organization which aims to grow the UK cell therapy industry.

British Prime Minster David Cameron recently launched a call for ground breaking collaborative research between Britain and Israel into Alzheimer's, Type 1 Diabetes, heart disease, and Parkinson's. British delegates including Mr. Willetts and Mr. Ward were in Israel to participate in the 2nd UK-Israel Regenerative Medicine Conference (BIRAX), which is being held on March 25th and 26th, 2014 in Haifa.

Minister David Willets stated, "In recent years, Israel has emerged as a leading player in the biomedical arena and in particular in the cell therapy space .Our objective is to deepen cooperation in scientific and clinical trials between Israel and the United Kingdom by establishing strategic partnerships with leading medical centers in the UK and Israeli companies."

"It was an honor to host Minister Willetts, Dr. Ward, and members of their delegation here at Pluristem. We look forward to further talks regarding cooperation and collaboration with the British government and UK-based companies. As we accelerate our clinical pipeline, we are evaluating various locations for our clinical trials as well as other business partnership initiatives. We see the UK as an attractive territory that potentially enables a shorter path to market for our PLX products, particularly if the UK approves the Promising Innovation Medicine legislation that would speed up patients' access to innovative new therapies," commented, Pluristem CEO Zami Aberman.

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 possible cooperation and collaboration with the British government and UK companies, when we discuss acceleration of our clinical pipeline, or when we discuss the UK being an attractive territory that potentially enables a shorter path to market for our PLX products. 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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