



Pluristem to Deliver Scientific Presentations at 3rd International Placenta Stem Cell Society Meeting

Sharing insights and knowledge of the unique immune-privileged properties and mechanism of action of PLX cells

HAIFA, ISRAEL, September 10, 2014 -- [Pluristem Therapeutics Inc.](#) (NasdaqCM: PSTI, TASE: PLTR), a leading developer of placenta-based cell therapy products, announced today that the Company's Vice President of Research & Intellectual Property, Racheli Ofir, Ph.D., and its Basic and Preclinical Research Manager, Lena Pinzur, M.Sc., will each deliver a presentation at the [International Placenta Stem Cell Society's 3rd IPLASS Meeting](#) which will take place on September 10-12, 2014 in Granada, Spain.

Dr. Ofir's presentation titled, "The Therapeutic Value of Placental Cells—What Makes the Difference?" will be delivered at 10:30 a.m. on Friday, September 12th during Session IV, which is focused on cell therapy approaches using placenta cells or derivatives.

Dr. Ofir's presentation will describe the unique immune-privileged properties of placental cells, mechanism of action (MoA) and the use of the placenta as a potential source for different products.

Lena Pinzur's presentation titled, "Toll-Like Receptor Agonist-Induced Preeclampsia Symptoms in Mice are Treatable with Placental Expanded (PLX)-PAD Cells," will be given at 11:00 a.m. on Friday, September 12th during Session IV.

The International Placenta Stem Cell Society is an independent and non-profit organization that promotes advances in placenta-derived stem cell research and development with the goal of applying these cells for cell therapy.

"We have focused on the placenta as an optimal source of cells for almost a decade, and are eager to share our knowledge about the placenta's therapeutic value," said Zami Aberman, Pluristem's Chairman and CEO. "The NIH's initiation of the Human Placental Project earlier this year highlights the growing recognition of the importance of this organ as we continue to develop our placenta-derived cell therapy products."

About Pluristem Therapeutics

Pluristem Therapeutics Inc. is a leading developer of placenta-based cell therapy products. The Company's patented PLX (PLacental eXpanded) cells are a protein delivery platform that releases a cocktail of therapeutic proteins in response to inflammation or ischemia. 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 the placenta's therapeutic value, or that we continue to develop our placenta-derived cell therapy 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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