



Pluristem CEO Zami Aberman to Present on Cell & Gene Therapy Panel Discussion at BIO-Europe Spring 2014

Aberman to discuss collaborative models and partnerships that enable successful commercialization of gene and cell therapies

HAIFA, ISRAEL, March 7, 2014- Pluristem Therapeutics, Inc. (NasdaqCM: PSTI; TASE: PLTR), a leading developer of placenta-based cell therapies, today announced the Company's Chief Executive Officer Zami Aberman will deliver a brief presentation and be a panelist at BIO-Europe Spring 2014 on March 10, 2014 at 4pm. BIO-Europe Spring 2014 will take place on March 10-12 in Turin, Italy.

Mr. Aberman will join four other industry participants from GE Healthcare, Novartis, Oxford BioMedica, and Progenitor Cell Therapy on a panel discussion titled: "Gene therapy and gene modified cell therapies: What are the collaborative models and partnerships that will enable successful commercialization of these products?"

The panel will discuss the burgeoning interest in gene therapy as evidenced by a large number of new companies being formed in the sector, pharma investment in a variety of gene therapy programs, and the growing interest in gene-modified therapies to harness the immune system in the treatment of cancer and other diseases. Mr. Aberman will provide his expertise on how cell therapy and gene therapy intersect, as well as successful partnership strategies.

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. 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.

Contact:

Pluristem Therapeutics Inc.:

Karine Kleinhaus, M.D., M.P.H.

Director of Investor Relations

1-914-512-4109

karinek@pluristem.com

Daya Lettvin

Investor & Media Relations Director

+972-54-674-5580

daya@pluristem.com