



## **Pluristem President Yaky Yanay Elected as Co-Chairman of Israel Advanced Technology Industries**

***IATI is the largest umbrella organization for Israel's high tech and life science industries***

**HAIFA, ISRAEL, September 6, 2015 --** [Pluristem Therapeutics Inc.](http://www.pluristem.com) (NasdaqCM: PSTI, TASE: PSTI), a leading developer of placenta-based cell therapy products, today announced its President and Chief Operating Officer, Yaky Yanay, has been elected as Co-Chairman of the largest umbrella organization representing Israel's high tech and life science industries, Israel Advanced Technology Industries (IATI). Representing Israel's life sciences industry, Yanay will serve alongside his Co-Chairman, Erez Tsur, CEO of EMC Israel, who represents the country's high-tech industry. Yanay has served on the Board of Directors of the IATI for the past three years.

"I am honored to be elected as IATI's Co-Chairman and for the trust placed in Pluristem by the IATI members. The life science and high-tech industries can and should join hands to make a significant change in employment and education in Israel. As co-chair on behalf of the life science industry I will strive to continue the establishment and growth of high-tech industries in Israel, as a goal to bring thousands of additional employees into the work force in Israeli companies. Success in this mission will improve the quality of life for hundreds of thousands of workers and their families," Yanay stated.

IATI CEO, Karin Mayer Rubinstein commented, "The two incoming IATI Chairmen bring with them expertise and a deep knowledge of the sectors they represent, along with a real willingness to act in favor of the industry."

The IATI includes about 600 members who belong to every level and sector of the industry, including R&D centers of multi-national companies, local and international venture capital funds, incubators, accelerators, private investors, tech transfer companies, municipalities and service providers.

### **About Pluristem Therapeutics**

Pluristem Therapeutics Inc. is a leading developer of placenta-based cell therapy products. The Company has reported robust clinical trial data in multiple indications for its patented PLX (PLacental eXpanded) cells. The cells release a cocktail of therapeutic proteins in response to inflammation, ischemia, hematological disorders, and radiation

damage. PLX cell products are grown using the Company's proprietary three-dimensional expansion technology. They are off-the-shelf, requiring 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.

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