



## **Pluristem CEO Zami Aberman to Speak on Panel at 9<sup>th</sup> Annual Stem Cell Summit on February 18, 2014**

### ***Panel: Disrupting the Pharma Model with Allogeneic Stem Cell Therapies***

HAIFA, ISRAEL, February 13, 2014- Pluristem Therapeutics, Inc. (NasdaqCM: PSTI; TASE: PLTR), a leading developer of placenta-based cell therapies, today announced that its CEO and Chairman, Zami Aberman, will be a speaker on a panel titled, "Disrupting the Pharma Model with Allogeneic Stem Cell Therapies - Part I" at the 9th Annual Stem Cell Summit. The summit will take place in New York on Tuesday, February 18<sup>th</sup>, 2014.

The Stem Cell Summit has set the following agenda for Mr. Aberman's panel:

*The Pharma model may be broken. Can allogeneic stem cell therapies save it? Traditional drug development means screening 10,000 compounds to get to 250 animal study candidates to get to 10 human study candidates to market 2 drugs. It takes so long that patents expire and costs can reach \$500 million. Could stem cell therapies turn the Pharma model on its head?*

The summit convenes more than 30 of the world's leaders in the stem cell industry. The Stem Cell Summit's aim is to bring the future of this dynamic industry to life for investors, industry, practitioners, and analysts.

### **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](http://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, MD, MPH  
Director of Investor Relations  
1-914-512-4109  
[karinek@pluristem.com](mailto:karinek@pluristem.com)

Daya Lettvin  
Investor & Media Relations Director  
+972-54-674-5580  
[daya@pluristem.com](mailto:daya@pluristem.com)