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Elbit Imaging Ltd.

ELBIT IMAGING LTD. ANNOUNCES THAT INSIGHTEC RECEIVES FDA APPROVAL TO INITIATE CLINICAL STUDY OF MR-GUIDED FOCUSED ULTRASOUND TO TREAT PATIENTS WITH ALZHEIMER'S DISEASE

Tel Aviv, Israel, July 26, 2018, Elbit Imaging Ltd. (TASE, NASDAQ: EMITF) ("**Elbit**" or the "**Company**") announced today, further to its press release dated March 27, 2017 that Insightec Ltd. ("**Insightec**") informed that the U.S. Food and Drug Administration (FDA) has approved the initiation of a clinical study using Insightec's MR-guided Focused Ultrasound (MRgFUS) to treat patients with Alzheimer's disease (the "**Study**").

The Study is a prospective, multi-center, single-arm study to evaluate the safety and efficacy of using Insightec's Exablate Neuro low-frequency focused ultrasound to disrupt the blood brain barrier in patients diagnosed with Alzheimer's disease.

The Company holds approximately 89% of the share capital of Elbit Medical Technologies Ltd. (TASE: EMTC-M) (approximately 58% on a fully diluted basis) which, in turn, holds approximately 22% of the share capital in Insightec (approximately 18.5% on a fully diluted basis).

About Elbit Imaging Ltd.

Elbit Imaging Ltd. operates in the following principal fields of business: (i) Medical Industries through our indirect holdings in Insightec Ltd. and Gamida Cell Ltd.; (ii) Plots in India which are designated for sale (and which were initially designated for residential projects); (iii) Plots in Eastern Europe which are designated for sale (and which were initially designated for development of commercial centers).

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