



## **Pluristem CEO to Participate in Key Roundtable Discussion at the 8<sup>th</sup> Annual New York Stem Cell Summit '13**

***Industry executives to address whether stem cell therapies can turn the traditional pharma model on its head***

HAIFA, Israel February 13, 2013 -- Pluristem Therapeutics Inc. (NASDAQCM: PSTI; TASE:PLTR), a leading developer of placenta-based cell therapies, announced today that Zami Aberman, Chairman and Chief Executive Officer of Pluristem, will participate in a roundtable discussion at the 8<sup>th</sup> Annual New York Stem Cell Summit '13 on April 19, 2013. Mr. Aberman will join senior executives from Osiris Therapeutics, Inc., Mesoblast Limited, Athersys Inc., Promethera Biosciences and Garnet Biotherapeutics to discuss the topic, "Disrupting the Pharma Model with Allogeneic Stem Cell Therapies," and address the important question of whether stem cell therapies could turn the traditional Pharma model of drug discovery on its head.

### **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 patent and patent applications portfolio, 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. For example, when we discuss our PLX cells drug delivery platform and its use to treat certain medical conditions, that we develop placenta-based therapies and that we have required assets to succeed, such as patents, manufacturing and research capabilities as well as strategic relationships with major research institutions, we are using forward-looking statements. These forward-looking statements 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.:  
William Prather R.Ph., M.D. Sr. VP Corporate Development  
1-303-883-4954  
[William.PratherMD@pluristem.com](mailto:William.PratherMD@pluristem.com)

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