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Business Wire - Press Release
Pluristem Appoints Yaky Yanay Chief Financial Officer

11.01.06, 7:35 AM ET



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Pluristem Life Systems, Inc. (OTCBB: PLRS), a cell therapy company dedicated to the commercialization of stem cell products, today announced that the Board of Directors has appointed Yaky Yanay as Chief Financial Officer and Company Secretary, replacing Yossi Keret in this position.

Prior to joining Pluristem, Mr. Yanay was the Chief Financial Officer of Elbit Vision System Ltd (EVSNF.OB) a company engaged in automatic optical inspection. He has had extensive experience in financing and management of technology companies, and played a major role in planning and executing a turn around plan of Elbit Vision System, including the completion of three acquisitions and raising more than \$20 million, resulting in a tripling of the company's revenues and its attaining profitability.

Mr. Yanay began his financial career at Ernst & Young Israel in 1999, where he served as a manager of audit groups of the technology sector. He joined Ernst & Young's financial team after serving in

the Israeli Ministry of Foreign Affairs since 1993.

Mr. Yanay holds a bachelor's degree with honor in business administration and accounting from the college of management studies in Rishon Le Zion, Israel and is a Certified Public Accountant in Israel.

Commenting on the nomination, Mr. Zami Aberman, Pluristem CEO, stated, "We are very pleased that Yaky has decided to join our team. I believe that he is the right man at the right time to help enable

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Pluristem to accomplish its plans of becoming a leading provider of cell therapy products that do not require a match, and target the critical global shortfall of matched tissue for bone marrow transplantation - an unmet need of more than 100,000 patients annually. I would like to thank Yossi Keret for his devoted service and contributions during the past three years and wish him successes in his new challenges."

About Pluristem

Pluristem Life Systems, Inc. is life sciences driven company that is developing and commercializing stem cell expansion technology products for the treatment of severe blood disorders. The Company is discovering and developing cell-based therapeutics that utilizes adult stem cells expanded in a proprietary bioreactor mimicking different naturally occurring physiological environments. Pluristem expects its first products to be cell grafts that will provide an efficient and superior alternative to the standard procedure of bone marrow transplantation. Its first adult stem cell product is intended to target a critical global shortfall of matched tissue for bone marrow transplantation since bone marrow transplantation is often the only cure for patients suffering from leukemia, lymphoma, myeloma and many other hematological diseases. The Company has made a strategic decision to work only with adult stem cells since the practical use of embryonic stem cells is severely restricted by various religious, ethical and legal considerations.

www.pluristem.com

Safe Harbor Statement

This press release contains statements, which may constitute "forward-looking statements" regarding our intent, belief or current expectations. Forward-looking statements in this release include statements: that our company can become a leading provider of cell therapy products that do not require a match; that we have achieved a solution that could be used to replace the traditional bone marrow transplant search and match process;; that we expect our first products to be cell grafts that will provide an efficient and superior alternative to the standard procedure of bone marrow transplantation; and our first adult stem cell product targets a critical global shortfall of matched tissue for bone marrow transplantation. Factors which may significantly change or prevent our forward looking statements from fruition include that the Congress may not proceed; that our VP Ora Burger may not be able to appear and speak for some reason; that we may be unsuccessful in developing any products; that our technology may not be validated as we progress further and our methods may not be accepted by the scientific community; that we are unable to retain or attract key employees whose knowledge is essential to the development of our products; that unforeseen scientific difficulties develop with our process; that results in the laboratory do not translate to equally good results in real surgical settings; that our patents are not sufficient to protect essential aspects of our technology; that competitors may invent better technology; that our products may not work as well as hoped or worse, that our products may harm recipients; and that we may not be able raise funds for development or working capital when we require it. As well, our products may never develop into useful products and even if they do, they may not be approved for sale to the public. For further risk factors see the Company's latest 10-KSB filed with the SEC.

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