



BioLineRx Launches Free Investor Relations App for iPhone

April 23, 2012

JERUSALEM, April 23, 2012 -- BioLineRx Ltd. (NASDAQ:BLRX) (TASE:BLRX.TA), a biopharmaceutical development company, announced the release today of its investor relations app for iPhone, now available for free at the Apple App store on the iPhone or at <http://bit.ly/l6oKhv>.

The BioLineRx investor relations app for iPhone, designed, created and powered by theIRapp (www.theirapp.com), allows users to navigate the Company's investor relations materials as well as receive a stock quote and other important stock information. Features in the app include the latest press releases and SEC filings as well as background information, archived audiocasts and presentations from the Company.

"We are very excited to have launched the IR app, which we feel will resonate well with our global investor base and offer them real-time access to the most pertinent information on our Company's stock," commented Philip Serlin, Chief Financial and Operating Officer of BioLineRx. "With investors spanning the globe, and listings on NASDAQ and the Tel Aviv Stock Exchange, BioLineRx recognizes the importance of enabling our shareholders to have instant access to our corporate and stock information. The BioLineRx IR app will prove to be an essential tool to both existing and future shareholders as they monitor our Company's progress."

To be added to the BioLineRx investor email list, please email grussell@kcsa.com with BLRX in the subject line.

About BioLineRx

BioLineRx is a publicly-traded biopharmaceutical development company. BioLineRx is dedicated to building a portfolio of products for unmet medical needs or with advantages over currently available therapies. BioLineRx's current portfolio consists of five clinical stage candidates: BL-1020 for schizophrenia has commenced a Phase II/III study; BL-1040, for prevention of pathological cardiac remodeling following a myocardial infarction, which has been out-licensed to Ikaria Inc., is currently undergoing a pivotal CE-Mark registration trial; BL-5010 for non-surgical removal of skin lesions has completed a Phase I/II study; BL-1021 for neuropathic pain is in Phase I development and BL-7040 for treating Inflammatory Bowel Disease (IBD) is commencing a Phase II trial. In addition, BioLineRx has eleven products in various pre-clinical development stages for a variety of indications, including central nervous system diseases, infectious diseases, cardiovascular and autoimmune diseases.

BioLineRx's business model is based on acquiring molecules mainly from biotechnological incubators and academic institutions. The Company performs feasibility assessment studies and development through pre-clinical and clinical stages, with partial funding from the Israeli Government's Office of the Chief Scientist (OCS). The final stage includes partnering with medium and large pharmaceutical companies for advanced clinical development (Phase III) and commercialization.

For more information on BioLineRx, please visit www.bioglinerx.com.

Various statements in this release concerning BioLineRx's future expectations, plans and prospects constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include words such as "may", "expects", "anticipates", "believes", and "intends", and describe opinions about future events. These forward-looking statements involve known and unknown risks and uncertainties that may cause the actual results, performance or achievements of BioLineRx to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Some of these risks are: changes in relationships with collaborators; the impact of competitive products and technological changes; risks relating to the development of new products; and the ability to implement technological improvements. These and other factors are more fully discussed in the "Risk Factors" section of BioLineRx's most recent annual report on Form 20-F filed with the Securities and Exchange Commission on March 22, 2012. In addition, any forward-looking statements represent BioLineRx's views only as of the date of this release and should not be relied upon as representing its views as of any subsequent date. BioLineRx does not assume any obligation to update any forward-looking statements unless required by law.

Contacts:

Garth Russell / Todd Fromer
KCSA Strategic Communications
1 212-896-1250 / 1 212-896-1215
grussell@kcsa.com / tfromer@kcsa.com

Tsipi Haitovsky
Public Relations
+972-3-6240871
tsipih@netvision.net.il