



BioLineRx to Present at the 2012 Annual Needham Healthcare Conference in New York on April 3rd

March 28, 2012 2:15 PM IST

JERUSALEM, March 28, 2012 -- BioLineRx Ltd. (NASDAQ:BLRX) (TASE:BLRX.TA), a biopharmaceutical development company, today announced that its Chief Financial and Operating Officer, Philip Serlin, and its Vice President of Research and Development, Leah Klapper, Ph.D., will be presenting at the 2012 Annual Needham Healthcare Conference at the New York Palace Hotel in New York.

Mr. Serlin is scheduled to present at 4:00 p.m. ET on Tuesday, April 3rd. The presentation will be broadcast over the Internet as a "live" listen only Webcast. To listen, please go to: <http://www.biolinerx.com/default.asp?pageid=68>. An archive of the event will also be available for those unable to listen live.

In addition, investors attending the conference wishing to meet with Mr. Serlin and Dr. Klapper for a one-on-one meeting should contact their Needham & Company representative.

About BioLineRx

BioLineRx Ltd. 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.biolinerx.com.

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