



BioLineRx to participate in Investor Conference in New York co-sponsored by NASDAQ and TASE

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Jerusalem, Israel, November 29, 2010. BioLineRx (BLRX: TASE) is pleased to announce that it will participate in an investor conference highlighting the life-sciences industry on December 6, 2010, co-sponsored by NASDAQ and the Tel-Aviv Stock Exchange (TASE). The conference will be held in NASDAQ's Times Square headquarters and will be launched with an opening bell ceremony featuring managers of 14 leading Israeli biomed companies, as well as the heads of NASDAQ and TASE. BioLine will be represented by Mr. Nir Gamliel, VP Business Development, who will give a plenary presentation on the Company's achievements and will participate in a panel discussion. The aim of the conference is to introduce leading NASDAQ and TASE-traded Israeli biomed companies to US investors specializing in life sciences. Between 70 and 100 potential investors and participants are expected at the conference.

Mr. Gamliel said: "We are happy to be participating in this conference for life-science investors, a dominant and flourishing sector in Israel's capital market. We believe this conference will give our Company further exposure to U.S. investors. BioLine continues to advance its promising project pipeline, which includes eleven projects in various pre-clinical and clinical stages. Two of our compounds, BL-1040 (IK-5001) and BL-1020 (CYP-1020), have already been out-licensed for continuation of development and commercialization, thus validating our Company's business model. I am proud to be presenting BioLine's past achievements and future potential."

About BioLineRx

BioLineRx Ltd. is a publicly-traded (TASE: BLRX) biopharmaceutical development company based in Jerusalem, Israel, with US offices in Rockville, Maryland. BioLineRx is dedicated to identifying, in-licensing and developing therapeutic candidates for unmet medical needs or that have advantages over currently available therapies. BioLineRx's current development pipeline consists of three clinical stage candidates as well as eight candidates in various pre-clinical development stages spanning a variety of indications, including central nervous system diseases, oncology, cardiovascular and autoimmune diseases. Two of BioLineRx's lead compounds, BL-1040 and BL-1020, have been out-licensed for continuation of development and commercialization. BL-1040 (IK-5001), an injected medical device developed for the prevention of cardiac remodeling in Acute Myocardial Infarction (AMI) patients was out-licensed to Ikaria Holdings Inc. in July 2009 for a total deal value of \$282.5 million, in addition to sales royalties. BL-1020 (CYP-1020) was out-licensed in June 2010 to Cypress Bioscience for continuation of development and commercialization in North America only, for a total deal value of \$365 million, in addition to sales royalties.

For more information about BioLineRx, please visit www.biolinerx.com.

The estimates and judgments with respect to the projects included in this report are considered forward-looking statements, which involve certain risks and uncertainties. Factors that could cause actual results to differ materially from those forward-looking statements include the high uncertainty that characterizes research and development activities in general, particularly those of drug development, including inefficiencies, inability to manufacture, toxicity, a high level of risk/reward in comparison to current treatments available, as well as new information regarding intellectual property rights which may affect the economic viability of continued product development. The Company assumes no responsibility for updating forward-looking statements made herein or otherwise