



BioLineRx's BL-7010, for the Treatment of Celiac, to be Presented at Two Leading Conferences

May 2, 2013

JERUSALEM--(BUSINESS WIRE)--May. 2, 2013-- BioLineRx Ltd. (NASDAQ: BLRX) (TASE: BLRX), a biopharmaceutical development company, announced today that the Company was invited to deliver an oral presentation at the [2013 National Education Conference & Gluten-Free Expo](#), the Celiac Disease Foundation's annual conference, in Pasadena, California. Leah Klapper, Ph.D., General Manager, BioLine Innovations Jerusalem, will present BL-7010, for the treatment of celiac, as part of a session entitled *Breaking Therapies Beyond the Gluten-Free Diet*, that will take place on May 4.

In addition, BL-7010 will be presented at the [Digestive Disease Week 2013](#) conference, the world's largest gathering of physicians and researchers in the fields of gastroenterology, hepatology, endoscopy and gastrointestinal surgery, to be held on May 18-21, 2013 in Orlando, Florida.

About BL-7010

BL-7010 is a novel, non-absorbable, orally available polymer intended for the treatment of celiac disease and gluten sensitivity. It has a high affinity for gliadins, the immunogenic peptides present in gluten that cause celiac disease. By sequestering gliadins, BL-7010 effectively masks them from enzymatic degradation and prevents the formation of immunogenic peptides, which trigger the immune system in the digestive tract. The BL-7010-gliadin complex is eventually excreted from the digestive tract and is not absorbed into the blood. This significantly reduces the immune response triggered by gluten. The safety and efficacy of BL-7010 was demonstrated in pre-clinical studies. BL-7010 was invented by Prof. Jean-Christophe Leroux from the Department of Chemistry and Applied Biosciences, Institute of Pharmaceutical Sciences, ETH Zürich, Zürich, Switzerland and is being developed by BioLineRx under a worldwide exclusive license agreement with Univalor.

About Celiac Disease and Gluten Sensitivity

Celiac disease is a chronic, autoimmune, inflammatory disease of the small intestine characterized by damage to the lining of the small intestine and typically leads to dyspepsia, malabsorption and a variety of other symptoms. It occurs in genetically predisposed individuals and is caused by an immunological reaction to gluten, found in wheat, barley and rye. Estimates suggest that 1% of the world's population is affected by celiac disease, and prevalence is expected to increase dramatically with improved diagnosis and awareness of the disease. Today there are no pharmacological agents approved for celiac disease and the only treatment option is a life-long, strict, gluten-free diet, which is difficult to maintain both due to food contamination with gluten, as well as eating habits in a social setting. Non-celiac gluten sensitivity is a common name for cases of gluten reactions in which neither allergic nor autoimmune mechanisms are involved or can be identified.

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 seven clinical stage candidates: 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-7040 for treating inflammatory bowel disease (IBD) has completed a Phase IIa trial; BL-8040 for treating acute myeloid leukemia (AML) and other hematological cancers will shortly commence a Phase II study; BL-1021 for neuropathic pain is in Phase I development; BL-8020 for hepatitis C (HCV) has commenced a Phase I/II study; and BL-1020 for schizophrenia. In addition, BioLineRx has five 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, the content of which does not form a part of this press release.

Source: BioLineRx Ltd.

KCSA Strategic Communications

Garth Russell / Todd Fromer

1 212-896-1250 / 1 212-896-1215

grussell@kcsa.com / tfromer@kcsa.com

or

Tsipi Haitovsky

Public Relations

+972-52-598-9892

tsipih@netvision.net.il