



## BioLineRx to Hold Analyst and Investor Day in New York on November 21, 2013

November 5, 2013

JERUSALEM, Nov. 5, 2013 /PRNewswire/ -- BioLineRx Ltd. (NASDAQ: BLRX; TASE: BLRX), a biopharmaceutical development company, announced that it will host an Analyst & Investor Day on Thursday, November 21, 2013 in New York City beginning at 8:15 am EST.

(Logo: <http://photos.prnewswire.com/prnh/20130730/630769> )

The event will feature presentations from members of BioLineRx's senior management team, including a unique perspective on the current state of the biotechnology market and industry trends by recently appointed BioLineRx Director, Dr. BJ Bormann, most recently Senior Vice President and Worldwide Head of Therapeutic Alliances and Strategic Partnerships at Boehringer Ingelheim Pharmaceuticals Inc., and former Vice President, Strategic Alliances, at Pfizer.

Selected key opinion leaders will be speaking in reference to several programs within BioLineRx's pipeline, including:

- **BL-8040** (for treatment of AML and other hematological cancers) - **Dr. Martin Tallman**, of Sloan-Kettering Memorial Cancer Center, will provide insight on the current AML and hematological oncology space and the market for potential breakthrough products such as BL-8040
- **BL-5010** (for treatment of skin lesions) - **Dr. Miri Seiberg**, a world-renowned independent dermatology expert, will be providing insight on the current need for new skin lesion therapies and the relevant market potential for such therapies
- **BL-7010** (for treatment of celiac disease) - **Dr. Joseph A. Murray**, a leading celiac disease researcher at the Mayo Clinic, will discuss the current state of the celiac market and enormous need for breakthrough celiac treatments

The presentations will begin at 9:00 am EST and conclude at approximately 11:45 am EST. A recording of the presentations will be available after the event, through the Investor Relations section of BioLineRx's website, [www.bioglinerx.com](http://www.bioglinerx.com), and at [www.kcsa.com](http://www.kcsa.com).

Analysts and qualified investors who would like to register or learn more about the event should contact Diane Imas of KCSA Strategic Communications at (212) 896-1242 or [dimas@kcsa.com](mailto:dimas@kcsa.com). Registration is required as space is limited.

### About BioLineRx

BioLineRx is a publicly-traded biopharmaceutical development company dedicated to building a portfolio of products for unmet medical needs, as well as those with advantages over currently available therapies. The Company in-licenses novel compounds primarily from academic institutions and biotech companies based in Israel, develops them through pre-clinical and/or clinical stages, and then partners with pharmaceutical companies for advanced clinical development and/or commercialization.

BioLineRx's current portfolio consists of a variety of clinical and pre-clinical projects, including: BL-1040 for prevention of pathological cardiac remodeling following a myocardial infarction, which has been out-licensed to Ikaria Inc. and is in the midst of a pivotal CE-Mark registration trial; BL-5010 for non-surgical removal of skin lesions, which is expected to commence a pivotal CE-mark registration trial in late 2013; BL-8040 for treating acute myeloid leukemia (AML) and other hematological cancers, which is in the midst of a Phase 2 study; and BL-7010 for celiac disease, which is expected to commence a Phase 1/2 study in late 2013.

For more information on BioLineRx, please visit [www.bioglinerx.com](http://www.bioglinerx.com) or download the investor relations mobile device app, which allows users access to the Company's SEC documents, press releases, and events. BioLineRx's IR app is available on the iTunes App Store as well as the Google Play Store.

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