

## **Applisonix Receives Approval for Marketing in Europe (CE) for its Innovative Professional Hair Removal Device**

Rehovot, Israel – 10/06/2008 - Applisonix LTD (TASE: APLS), a developer of innovative ultrasound based solutions for the aesthetic market, announced today that it received approval for marketing in Europe (CE mark) of the first version of Selectif™, its hair removal device for the professional market. This approval will allow the company to market the device in the European countries.

Applisonix' co-CEO, Alon Goren, said that the company makes progress according to the milestones and timetable that were set in the company's prospectus, and that lately the company started the preparations for the device manufacturing and distribution, towards its expected launch in the first quarter of 2009<sup>1</sup>.

The Selectif™ device of Applisonix uses a unique ultrasound technology (IMPRESA™), which selectively heats the hair root, regardless of hair color or skin tone.

The company estimates that compared to other solutions commercially available in the long-term hair removal market, its solutions are expected to be applicable for all hair and skin colors, to be safer, less painful (if at all), and less expensive<sup>1</sup>.

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<sup>1</sup> The above described information, includes forward looking statements, and is based on the company's management assessment, and on the company's predictions and work plans. The information may not materialize, among others, in case it will be found out that the technology is not mature enough, production costs are higher than expected, competitors reduce prices and/or cost, etc.