

## **Applisonix Completes Second Phase of Prototype Development of the Long-Term Hair Removal Device**

Rehovot, Israel – 08/07/2007 - Applisonix LTD (TASE: APLS), a developer of innovative ultrasonic solutions for the esthetic market, announced today that it completed the second phase of the development of the device prototype for long term hair removal, according to the company development plan, as described in the company's prospectus, which was published during its initial public offering in the beginning of the year.

The second phase included evaluating and testing of several configurations of the prototype, using advanced simulation and forecasting tools, together with laboratory tests. At the end of this phase, the company selected the optimal configuration for achieving clinical safety and efficacy, according to marketing requirements. In March 2007 Applisonix reported the on-time completion of the first phase which included the computerized simulation infrastructure for effective design of the prototype configuration.

The company moved on to the next development phase and started manufacturing the system components, including the ultrasonic transducer (the heart of the system). This phase is expected to be completed by the end of Q3 2007, as planned.

The company estimates that compared to existing commercial hair removal solutions, its solutions will be significantly cheaper, less painful (if at all), and safe for all hair and skin colors.

Applisonix estimates that the launch of the first device to the professional market will be in Q1 2009 and to the consumer market in Q3 2009, according to the plan outlined in the company's prospectus.

### **About Applisonix:**

Applisonix is an aesthetics device company, focused on developing and introducing to the market breakthrough innovative solutions.

Applisonix was incorporated in early 2004 and operated for the first two years under the auspices of Ma'ayan Technology Incubator. The company completed a private investment round in 2006 and subsequently a public round in the Tel Aviv Stock Exchange (TASE) early in 2007.

For more information please contact:

Israel:  
Anat Sinouany  
Administrative Manager  
[anats@applisonix.com](mailto:anats@applisonix.com)  
+972 (8) 936-3604

USA:  
Yossi Aloni  
VP Marketing and Business Development  
[yaloni@applisonix.com](mailto:yaloni@applisonix.com)