

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

Rehovot, Israel – 07/10/2007 - Applisonix LTD (TASE: APLS), a developer of innovative ultrasonic solutions for the esthetic market, announced today that it completed the third 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 third phase, which ended as planned, at the end of 3Q 2007, included manufacturing the system components, including the ultrasonic transducer (the heart of the system). In July 2007 Applisonix reported the on-time completion of the second phase, which included selecting the optimal configuration for achieving clinical safety and efficacy, according to marketing requirements.

The company moved on to the next development phase of completing the development of the prototype for its professional device for long term hair removal. This phase is expected to be completed by the end of 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, 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.

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