

Applisonix Completes Development of Professional Prototype for Long Term Hair Removal

Rehovot, Israel – 14/11/2007 - Applisonix LTD (TASE: APLS), a developer of innovative ultrasonic solutions for the esthetic market, announced today that it completed the development of the prototype for its professional device for long term hair removal, according to the company development plan and the timeline, as described in the company's prospectus.

In the next few weeks the prototype will pass safety tests according to international standards, which will enable the company to move forward to the next phase, with an objective to show safety and efficacy in humans. This phase is expected to complete by the middle of 2008, and the launch of the first product is expected in the beginning of 2009.

The company plans to operate in the long term hair removal market. Applisonix's unique technology uses ultrasound technology for selective heating of the hair root to achieve safe and long-term effect, regardless of hair color or skin tone. The company estimates that compared to existing commercial long-term hair removal solutions in the market, its solutions will be significantly cheaper, less painful (if at all), and safer.

Applisonix was incorporated in 2004 within the Ma'ayan Technology Incubator. The company completed a public offering round in the Tel Aviv Stock Exchange (TASE) early in 2007.

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