

Applisonix Announces Chairman Appointment in Support of the Company Long Term Growth Strategy

Rehovot, Israel – 11/06/2007 - Applisonix LTD (TASE: APLS), a developer of innovative ultrasonic solutions for the aesthetic market, announced today the appointment of Prof. Yitzhak Peterburg to be its new chairman effective immediately.

Prof. Peterburg has extensive experience managing large organizations while growing their business. He was the President and CEO of Cellcom, the largest cellular operator in Israel, General Manager of Clalit Health Services, the largest HMO in Israel, and General Manager of the Soroka Medical Center in Beer-Sheba. He is a professor at the Ben-Gurion University of Beer-Sheba and a member of international management and science forums. Prof. Peterburg holds a Doctorate degree in Medicine from the Hadassah-Hebrew University in Jerusalem, a Doctorate degree in Medical Administration from Columbia University, New York, and an MSc in Information Systems from the London School of Economics

Applisonix plans to operate in the long term hair removal market. The company's unique technology uses ultrasound 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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