

## **Applisonix Moves into Production Phase for the Selectif™ Ultrasonic Hair Removal Device**

Rehovot, Israel - 22/9/2008 - Applisonix Ltd. (TASE:APLS), a developer of innovative solutions for the aesthetic market announced today that it is moving from the Research and Development phase into production phase for their Selectif™ ultrasonic hair removal device. Applisonix expands its operations into manufacturing, marketing, and sales activities for the Selectif™ devices worldwide in accordance with the company's business plan milestones.

Applisonix signed an agreement today with R.H. Technologies, a leading local manufacturer of aesthetic and medical devices, for turn-key manufacturing of the ultrasound based hair removal systems. R.H. Technologies will perform all manufacturing operations for Applisonix, including purchasing, packaging, and shipping the final product to Applisonix. Delivery of the Selectif™ devices is scheduled, as planned, for Q1 2009. R.H. Technologies is the leading company in Israel for global turn-key manufacturing services and sub-contracting for aesthetic and medical devices.

Applisonix' co-CEOs, Mr. Alon Goren and Mr. Uri Amir said that "the agreement with R.H. Technologies for the manufacturing of our first product is another milestone towards its projected launch in Q1 2009."

Applisonix' Chairman, Prof. Yitzhak Peterburg said that the agreement represents another phase in the company's growth strategy. We continue to expand our activities to additional products which are considered growth areas in the global aesthetic market."

In August 2008, Applisonix announced the acquisition of Curelight Medical Ltd. In the same month Applisonix received the 2008 European Technology Innovation Award for the aesthetics market from Frost & Sullivan. According to the award announcement, Applisonix' ultrasound technology platform offers a unique solution for long-term hair removal for all skin tones, hair colors, and body parts. Frost & Sullivan stated that "The technology holds huge market potential and the company showed impressive execution capabilities".

**About Applisonix:** Applisonix develops ultrasound based solutions for aesthetic applications and is currently focused on the long-term hair removal market. The company went through an Initial Public Offering (IPO) in the Tel Aviv Stock Exchange (TASE: APLS) in the beginning of 2007.

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