



NUCLEIX APPOINTS MEIRAV CHOVAV VICE PRESIDENT OF STRATEGIC AFFAIRS AND TO THE BOARD OF DIRECTORS

Tel Aviv, Israel, August 17, 2009 - Nucleix, Ltd., an emerging life science company specializing in forensic DNA analysis, announced today that Meirav Chovav, a veteran biotechnology industry analyst and consultant, is joining the company as Vice President of Strategic Affairs. Ms. Chovav has also been elected to the company's Board of Directors.

With more than 20 years of industry and research experience, focused on in-depth coverage and analysis of the biotechnology sector, Ms. Chovav brings astute strategic and business development perspective to Nucleix. In this newly-created position, Ms. Chovav will be responsible for overseeing corporate strategy, reporting to Elon Ganor, MD, Nucleix's Chairman and Chief Executive Officer.

"We are very pleased to add Meirav to the company's management team and to the board," said Dr. Ganor. "Meirav's rich industry knowledge and strategic vision will be extraordinarily valuable as we seek to integrate Nucleix's revolutionary insights and technology in the forensic DNA testing process."

"I am very excited to join the Nucleix team, and have this unique opportunity to resume my work in the industry as an active participant in an emerging company," said Ms. Chovav. "Nucleix's focus, breakthrough research and technology and remarkable accomplishments are very impressive. In many ways, Nucleix is reminiscent of some of the outstanding opportunities that I have had the good fortune to be associated with during my Wall Street career."

Ms. Chovav holds an MBA from Rensselaer Polytechnic Institute and an MS in molecular biology from the University of Rochester. A well-respected biotechnology research analyst, Ms. Chovav is renowned for her original coverage of large cap biotechnology companies such as AMGEN, Genentech and Biogen, in addition to many other leading life sciences companies. From 1993-2004, Ms. Chovav led coverage of the biotechnology/life science sector as a Wall Street equity research analyst, serving as a senior biotechnology analyst/Managing Director of the health care groups at UBS, Credit Suisse First Boston and Salomon Smith Barney (Citigroup). For ten consecutive years (1994-2003), until she left the equity research field, she was ranked on the Institutional Investor "All-America Research Team" in the biotechnology sector. Ms. Chovav has also been recognized by *The Wall Street Journal* as the best stock picker in the biotechnology sector in the "Best on the Street" survey and by Bloomberg.

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About Nucleix

Nucleix, an emerging life science company specializing in forensic DNA analysis, has developed a "DNA authentication" assay for forensic casework samples with potential applications across multiple DNA analysis and validation fields. DNA fingerprinting has been established as one of the most important forensic tools in criminal investigations. Nucleix scientists have demonstrated the viability of creating artificial DNA and "biological identify theft."¹ Using basic equipment and know-how, DNA with any desired profile can be fabricated in the lab, and this artificial DNA can then be planted in crime scenes as fake evidence. Until recently, there has been no way to distinguish between genetic profiles obtained from falsified DNA samples, which can appear identical to real biological profiles based on current analytical protocols and technologies. Nucleix's proprietary assays can distinguish between "fake" (*in-vitro* synthesized) DNA, and "real" (*in-vivo* generated) DNA. The company is committed to developing state-of-the-art "DNA authentication" assays that can be integrated into the standard forensic procedure, in order to maintain the high credibility of DNA evidence in the courtroom and other uses. For additional information on Nucleix, please visit the company's website at <http://www.nucleix.com>.

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CONTACTS:

Nucleix, Ltd.

Meirav Chovav, +1.917.783.2191

meirav@nucleix.com

BCC Partners

Karen L. Bergman or Susan M. Pietropaolo, +1.650.575.1509 or +1.201.923.2049

kbergman@bccpartners.com; spietropaolo@bccpartners.com

¹ D. Frumkin, et al., Authentication of forensic DNA samples, *Forensic Sci. Int. Genet.* (2009), doi:10.1016/j.fsigen.2009.06.009