



## News Release

### **Rosetta Genomics to be Featured on The Balancing Act® Airing on Lifetime Television Network**

**PHILADELPHIA and REHOVOT, Israel (January 30, 2013)** – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics, today announced that the Company will be featured on The Balancing Act®, a daily morning talk show on the Lifetime® Television Network devoted to supporting women. The segment featuring Rosetta Genomics will air on the Lifetime Television Network on February 4<sup>th</sup>, February 27<sup>th</sup> and March 5<sup>th</sup> from 7:00-8:00 a.m. Eastern Time.

The featured piece highlights Rosetta Genomics' novel microRNA-based molecular diagnostics assays and underscores the growing need for more advanced diagnostic tools, such as the Company's lead product, miRview® mets<sup>2</sup>, to identify cancers and to optimize treatment options. The video may be viewed in the Investor Relations section of Company's website at [www.rosettagenomics.com](http://www.rosettagenomics.com).

"We are delighted to have our miRview® product line of microRNA-based molecular diagnostic assays showcased on the Balancing Act. We believe this featured segment will increase the visibility and knowledge of our highly accurate oncology diagnostic assays," stated Kenneth A. Berlin, President and Chief Executive Officer of Rosetta Genomics.

The Balancing Act® is an innovative television program illuminating new ways for women to achieve success in all areas of their lives. The program, which runs every morning from 7:00–8:00 a.m. ET and PT on Lifetime® Television Network, is dedicated to creating trusted solutions for women facing today's greatest challenges.

#### **About miRview® Products**

miRview® are a series of microRNA-based diagnostic products offered by Rosetta Genomics. miRview® mets<sup>2</sup> accurately identifies the primary tumor type in primary and metastatic cancer including CUP. miRview® meso diagnoses mesothelioma, a cancer connected to asbestos exposure. miRview® lung accurately identifies the four main subtypes of lung cancer using small amounts of tumor cells. miRview® kidney accurately classifies the four most common kidney tumors: clear cell renal cell carcinoma (RCC), papillary RCC, chromophobe RCC and oncocytoma. miRview® tests are designed to provide objective diagnostic data; it is the treating physician's responsibility to diagnose and administer the appropriate treatment. In the U.S. alone, Rosetta Genomics estimates that 200,000 patients a year may benefit from the miRview® mets<sup>2</sup> test, 60,000 from miRview® meso, 54,000 from miRview® kidney and 226,000 patients from miRview® lung. The Company's assays are offered directly by Rosetta Genomics in the U.S., and through distributors around the world. For more information, please visit [www.mirviewdx.com](http://www.mirviewdx.com). Parties interested in ordering the test can contact Rosetta Genomics at (215) 382-9000 ext. 309.

#### **About Rosetta Genomics**

Rosetta develops and commercializes a full range of microRNA-based molecular diagnostics. Founded in 2000 Rosetta's integrative research platform combining bioinformatics and state-of-the-art laboratory processes has led to the discovery of hundreds of biologically validated novel human microRNAs. Building on its strong patent position and proprietary platform technologies, Rosetta is working on the application of these technologies in the development and commercialization of a full range of microRNA-based diagnostic tools. Rosetta's miRview® product line is commercially available through its Philadelphia-based CAP-accredited, CLIA-certified lab. Frost & Sullivan

recognized Rosetta Genomics with the 2012 North American Next Generation Diagnostics Entrepreneurial Company of the Year Award.

**Forward-Looking Statement Disclaimer**

Various statements in this release concerning Rosetta's future expectations, plans and prospects, including without limitation, statements relating to Rosetta's commercialization of its miRview® assays, particularly miRview® mets<sup>2</sup> any details regarding the time of airing of the segment specified above, as well as the contents of said segment and Rosetta's capitalization of its microRNA platform constitute forward-looking statements for the purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors, including those risks more fully discussed in the "Risk Factors" section of Rosetta's Annual Report on Form 20-F for the year ended December 31, 2011 as filed with the SEC. In addition, any forward-looking statements represent Rosetta's views only as of the date of this release and should not be relied upon as representing its views as of any subsequent date. Rosetta does not assume any obligation to update any forward-looking statements unless required by law.

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