



## Rosetta Genomics Appoints Kevin Watson as Director, Reimbursement-Managed Care

*Recognized Expert in Healthcare Policy and Reimbursement to lead payer efforts for Company's line of microRNA diagnostics*

**PRINCETON, N.J. and REHOVOT, Israel (February 18, 2014)** – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics, announces the appointment of Kevin Watson to the newly established role of Director, Reimbursement-Managed Care. Mr. Watson is a seasoned reimbursement specialist with nearly 25 years of experience in healthcare policy and reimbursement, managed care marketing, and new product development and commercialization.

“We are delighted to welcome Kevin to the Rosetta team to drive our reimbursement and managed care strategy and initiatives. Reimbursement is critical for commercial success and, as 2014 is a year of commercial execution for Rosetta, this is a timely and important hire for us,” stated Kenneth A. Berlin, President and Chief Executive Officer of Rosetta Genomics. “Kevin’s experience devising strategic marketing, growth, and operational plans directed to the payer, integrated health system, hospital and distributor channels will be an invaluable asset for Rosetta as we execute our commercial plans for our current suite of cancer testing services and plan for the launch of future microRNA-based diagnostics.”

Mr. Watson joins Rosetta Genomics from competing molecular diagnostics company, bioTheranostics, where for two years he was the Director of Reimbursement. Prior to this, Mr. Watson was the President of GlobalPayer, a payer relations and reimbursement consulting and outsourcing company serving providers and manufacturers in the medical device and diagnostic industry. Mr. Watson was the Regional Marketing/Payer Relations Director at Becton Dickinson Diagnostics – TriPath Imaging for 6 years, where he was responsible for the development, execution and management of reimbursement outcomes with large payer organizations, Medicare and Medicaid. Previous to that, Mr. Watson held positions as Executive Director, Business Development at LabCorp., and Network Product Development Leader, Executive Director with Quest Diagnostics, Inc. Mr. Watson started his career in payer management at Aetna Health Plans, where he spent four years as Administrator, National Vendor Contracting.

“This is an exciting time to be joining Rosetta to develop and manage the Company’s payer relations strategy,” said Kevin Watson. “Rosetta’s cancer testing services provide critical and objective diagnostic data that may help physicians to select optimal treatment options and improve patient outcomes. I am looking forward to working with the Rosetta team as we build

and expand the Company's microRNA diagnostic product offerings to bring truly personalized medicine to patients."

### **About Rosetta Cancer Testing Services**

Rosetta Cancer Tests are a series of microRNA-based diagnostic testing services offered by Rosetta Genomics. The Rosetta Cancer Origin Test™ can accurately identify the primary tumor type in primary and metastatic cancer including cancer of unknown or uncertain primary (CUP). Rosetta Mesothelioma Test™ diagnoses mesothelioma, a cancer connected to asbestos exposure. The Rosetta Lung Cancer Test™ accurately identifies the four main subtypes of lung cancer using small amounts of tumor cells. The Rosetta Kidney Cancer Test™ accurately classifies the four most common kidney tumors: clear cell renal cell carcinoma (RCC), papillary RCC, chromophobe RCC and oncocytoma. Rosetta's assays 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 Rosetta Cancer Origin Test™, 60,000 from the Rosetta Mesothelioma Test™, 65,000 from the Rosetta Kidney Cancer Test™ and 226,000 patients from the Rosetta Lung Cancer Test™. 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.rosettagenomics.com](http://www.rosettagenomics.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 cancer testing services are 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, Rosetta's Cancer of Origin Test™, Rosetta's development or commercialization of molecular diagnostics, the market acceptance of Rosetta's cancer testing services, particularly the Rosetta Cancer Origin Test™, Rosetta's development of personalized medicine products and services, the reproducibility, robustness and accuracy of Rosetta's microRNA technology and its ability to help enable personalized medicine and optimize treatment, the expansion of payor coverage of Rosetta's testing services, and the amount of people covered for the Rosetta testing services, 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, 2012 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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