

News Release



Rosetta Genomics microRNA-based Diagnostic Assays to be Showcased in an Industry Expert Theater Presentation at ASCO's 2013 Annual Meeting

PHILADELPHIA and REHOVOT, Israel (May 7, 2013) – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics, today announces that the Company's miRview® suite of oncology diagnostic assays will be highlighted in an "Industry Expert Theater Presentation" at the American Society of Clinical Oncologists (ASCO) 2013 Annual Meeting taking place from May 31-June 4 at McCormick Place Convention Center in Chicago. The "Industry Expert Theater Presentation" is a series of hour-long presentations from industry leaders sharing the latest in oncology practices, products, services and technologies*. Kenneth A. Berlin, Rosetta Genomics' President and Chief Executive Officer, and E. Robert Wassman, MD, FAAP, FACMG, Rosetta Genomics' Chief Medical Officer, will deliver a presentation entitled, "Application of microRNAs in Oncology Diagnostics," on Saturday, June 1st at 3:00 p.m. in the Oncology Professionals Hall.

"We are delighted to have secured a session in this prestigious program. This is an exceptional opportunity for us to showcase Rosetta's cutting edge, microRNA-based oncology diagnostic assays before an audience of influential oncologists who are seeking to learn about the latest products and technologies that will assist them in optimizing treatment protocols for their patients," said Mr. Berlin.

"Developments in targeted cancer therapies are driving the need for more accurate classification of tumor types, which help to guide treatment decisions. Our microRNA technologies, with their high reproducibility, robustness, and accuracy are well suited to provide valuable clinical information to predict and diagnose cancer, and therefore, help to optimize treatment," added Dr. Wassman.

About miRview® Testing Services

miRview® assays are a series of microRNA-based diagnostic testing services offered by Rosetta Genomics. The Rosetta Cancer Origin Test, miRview® mets², accurately identifies the primary tumor type in primary and metastatic cancer including cancer of unknown or uncertain primary (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® 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 miRview® mets² assay, 60,000 from miRview® meso, 65,000 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. 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® 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.

*The Industry Expert Theater Presentation is not an official presentation of the 2013 ASCO Annual Meeting. It is not sponsored or endorsed by ASCO or the Conquer Cancer Foundation, nor is it CME-accredited.

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 development or commercialization of molecular diagnostics, the market acceptance of Rosetta's miRview® assays, particularly miRview® mets², Rosetta's capitalization of its microRNA platform, Rosetta's patent position and Rosetta's development of personalized medicine products and 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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