

News Release



Rosetta Genomics Announces Launch of New Website

Features Include Secure Physician Web Portal for Ordering Tests and Receiving Results

PHILADELPHIA and REHOVOT, Israel (August 5, 2013) – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics, announces the launch of a newly formatted website featuring an interactive, secure physician web portal customized for ordering molecular diagnostic testing services, enhanced and readily accessible information for investors, improved navigation and an easier communication portal with the Company. The new website can be accessed at www.rosettagenomics.com.

The physician web portal will connect Rosetta's CAP-accredited, CLIA-certified laboratory seamlessly to physician offices, hospitals and pathology laboratories in a secured electronic environment.

In addition, the website includes a video entitled, "Cancer of Unknown Primary (CUP), A Patient's Story," which chronicles a patient's compelling journey commencing with a Cancer of Unknown Primary diagnosis and the frustrations and difficulties associated with not knowing his cancer's tissue of origin and then moving forward with a determination of his cancer's origin through the use of the Rosetta Cancer Origin Test™, and the patient's clinical and emotional benefits associated with having this critical knowledge. The complete story can be viewed at <http://www.rosettagenomics.com/a-patients-story>.

"The new website, with its sleek and modern feel, features enhanced content, improved navigation, and an interactive physician portal. Importantly, for patients and physicians the new website more clearly communicates the connection between our corporate brand and the information our tests provide. Our patient story brings to life the real value underlying our work at Rosetta, which is to develop and market innovative technologies that improve patients' lives," stated Kenneth A. Berlin, President and Chief Executive Officer of Rosetta Genomics.

"We are particularly excited about the innovative physician web portal, which allows clinicians to order tests, review status reports and receive patient test results directly from their office, or remotely from mobile devices and tablets. Importantly, the physician web portal will help physicians to provide their patients with personalized treatment options at any time, and from any place. This portal represents an innovative way of doing business which we believe complements the model of modern medical practices and makes for an easy and effective medium for us to service our physician customers," added Mr. Berlin.

About Rosetta Cancer Testing Services (formerly the miRview® product line)

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. Parties interested in ordering the test can contact Rosetta Genomics at (215) 382-9000 or toll free (US) 1-888-522-7971.

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 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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