

Rosetta Genomics Expands Management Team with Appointment of Douglas Sites as Executive Vice President of Sales and Marketing

Brings extensive track record in leading commercial teams and driving revenues in microRNA, oncology and thyroid diagnostics

PRINCETON, N.J. and REHOVOT, Israel (August 18, 2014) – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics and therapeutics, announces the appointment of Douglas Sites to the newly-created position of Executive Vice President of Sales and Marketing. Mr. Sites will report to Kenneth A. Berlin, Rosetta’s President and Chief Executive Officer.

Mr. Sites joins Rosetta Genomics with more than 25 years of experience in the sales and marketing of medical products, predominantly in diagnostics and laboratory services. Most recently he was Vice President of Sales and Marketing at Asuragen, a high-complexity CLIA laboratory with a focus on microRNA-based diagnostics as well as indeterminate thyroid diagnostics.

“We are delighted to welcome Doug to Rosetta’s leadership team. His relevant skillset and depth of experience make him ideally suited to lead our commercial team as we expand Rosetta’s commercial capabilities to drive sales of our Cancer of Origin™ test and prepare for the launch of our microRNA-based thyroid cancer assay, currently in development,” stated Mr. Berlin. “As we expand our oncology diagnostic offerings, Doug’s insight into both the thyroid and oncology markets, along with his experience building teams, brands and revenues will be invaluable. We look forward to his stewardship of our commercial efforts and are confident he will be an important asset to our team.”

“I am excited to be joining the Rosetta Genomics team at this important point in our commercial evolution. With a leadership position in microRNA-based technologies, four marketed cancer diagnostic assays, a promising and diversified pipeline of late-stage product candidates and a talented leadership team, Rosetta holds significant promise to develop into a premier molecular diagnostics company. I look forward to being an instrumental part of Rosetta’s growth as we advance our commercial strategy to bring meaningful diagnostics to market to the benefit of the physicians, and ultimately, the patients worldwide,” noted Mr. Sites.

Prior to Asuragen, Mr. Sites was Director of Sales-Hematology and Oncology at PLUS Diagnostics, a national anatomical pathology reference laboratory that focuses on hematology oncology physicians. Before that he was with Phenopath Laboratories as Director of Sales and Marketing for this national anatomical pathology reference laboratory that focuses on hospitals, pharmaceutical companies and hematology/oncology markets. Earlier he was an Anatomic Pathology Specialist at US Labs, Inc., where he designed and developed a selling tool used by

the US Lab sales team when competing with in-house immunohistochemistry testing. In addition, Mr. Sites held a number of sales and marketing management positions of increasing responsibility at Ventana Medical Systems, Abbott Diagnostics and McNeil Consumer Products Company, among others. Mr. Sites earned his BA in Business Management and Marketing at The Ohio State University.

About Rosetta Genomics

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 and therapeutics. Rosetta currently commercializes a full range of microRNA-based molecular diagnostics. Rosetta's cancer testing services are commercially available through its Philadelphia-based CAP-accredited, CLIA-certified lab. For more information please visit www.rosettagenomics.com.

Forward-Looking Statement Disclaimer

Various statements in this release concerning Rosetta's future expectations, plans and prospects, including without limitation, statements relating to the launch of Rosetta's microRNA-based thyroid cancer assay, Rosetta's growth and Rosetta's ability to advance its commercial strategy to bring meaningful diagnostics to market, 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, 2013 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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