



News Release

Rosetta Genomics Partners with Admera Health for the Commercialization of Current and Future Sequencing-Based Oncology Tests

Leading global genomics company to leverage Rosetta's commercial infrastructure and expertise in oncology and pathology

SOUTH PLAINFIELD AND PRINCETON, N.J. and REHOVOT, Israel (October 30, 2014) – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics and therapeutics, announces a collaboration with Admera Health, a spin-off from the clinical services unit of GENEWIZ, Inc., a leading global genomics company. Focused on personalized medicine, Admera Health is a molecular diagnostics company that aims to develop and deliver cost-effective tests that fulfill unmet medical needs, including clinical molecular oncology diagnostics.

Under the agreement, Rosetta Genomics will leverage its commercial infrastructure and expertise to market and sell Admera Health's tests to oncologists and pathologists. Rosetta Genomics expects to record initial revenue from these test sales by year end, with more significant revenue expected to be generated beginning in 2015 and beyond.

Examples of current tests and services to be marketed by Rosetta Genomics include:

- **PGxOne™** – A pharmacogenomics test that predicts how patients will respond to drug therapy based on their personal genetic makeup. Because differences between individuals can affect drug absorption, metabolism, or activity, one treatment regimen may work well for one patient while causing adverse effects for other patients. PGxOne™ provides medically actionable and clinically relevant data for chemotherapy patients, allowing physicians to make effective treatment decisions.
- **EGFR & KRAS Clinical Sequencing** – DNA sequencing and mutation analysis of *EGFR* and *KRAS* from patient tissue and blood provides clinically relevant genomic information for physicians, pathologists, and researchers. *EGFR* and *KRAS* sequence analysis of tumor biopsies predicts tumor response to specific antineoplastic drugs. Most often used in the treatment of non-small cell lung and colorectal cancers, these assays are predictive and prognostic indicators for patients on tyrosine kinase inhibitor drugs, such as Erlotinib (Tarceva®) and Gefitinib (Iressa™), and anti-*EGFR* monoclonal antibodies drugs, such as panitumumab (Vectibix®) and cetuximab (Erbix®).

“Through this partnership, we are able to engage Rosetta’s extensive network of physicians and healthcare professionals to offer greater personalized testing options for patients,” commented Steve Sun, Chief Executive Officer of Admera Health. “Together, we will provide physicians with the comprehensive information required to implement effective, personalized treatment plans swiftly, bringing the benefit directly to the patient.”

“This collaboration allows us to leverage our commercial infrastructure and provide our sales representatives with a more complete solution for pathologists and oncologists while accelerating the delivery of Admera’s existing rich pipeline of sequencing-based genomic tests,” stated Kenneth A. Berlin, President and Chief Executive Officer of Rosetta Genomics. “Combining Rosetta’s Cancer Origin Test information on tumor type with Admera’s powerful genomic tests provides physicians with clinically relevant and medically actionable information from which to define their treatment protocols, as opposed to using blind sequencing in settings of anatomic uncertainty. In cases of known primary cancers, our combined offerings will provide a broader array of testing options to obtain genomic information of value as defined in the guidelines of a variety of cancers, such as lung or colon cancer.”

“This partnership has the potential to greatly accelerate revenue growth as it should enhance growth in our current, metastatic cancer segment as well as open up new segments to us in oncology,” added Mr. Berlin.

About Admera Health

[Admera Health](http://www.admerahealth.com) is a molecular diagnostics company focused on personalized medicine. Utilizing advanced genomic technologies and bioinformatics analysis, Admera Health delivers cost-effective clinical diagnostics spanning the continuum of care from its established, CLIA-certified, CAP-accredited laboratory. Admera Health is a GENEWIZ company. For more information, please visit www.admerahealth.com.

About GENEWIZ, Inc.

[GENEWIZ, Inc.](http://www.genewiz.com) is a global contract research organization (CRO) specializing in genomic services, including DNA sequencing, gene synthesis, molecular biology, and GLP regulatory-compliant services. GENEWIZ leads the industry in outsourcing partnerships with pharmaceutical, biotechnology, clinical, academic, and government institutions. Headquartered in South Plainfield, NJ, GENEWIZ, Inc. is a privately-held global enterprise with locations in Boston, MA; Washington, DC Metro; Research Triangle Park, NC; San Diego, CA; Los Angeles, CA; San Francisco, CA; and Seattle, WA. International locations include Beijing, China; Suzhou, China; London, United Kingdom; Langen, Germany; and Tokyo, Japan. For more information, please visit www.genewiz.com.

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™ accurately identifies 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 ext. 309.

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 expectation that Rosetta will record initial revenue from these test sales by year end, with more significant revenue expected to be generated beginning in 2015 and beyond, and that the collaboration has the potential to greatly accelerate revenue growth and help Rosetta grow its business in its current, metastatic cancer segment as well open up new segments in oncology, 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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