

News Release



Rosetta Genomics Expands microRNA Cancer Testing Services Agreement with GeneKor to Include Turkey and Romania

PRINCETON, N.J. and REHOVOT, Israel (November 20, 2013) – Rosetta Genomics Ltd. (NASDAQ: ROSG), a leading developer and provider of microRNA-based molecular diagnostics, announces the expansion of its distribution agreement with GeneKor Medical S.A for the exclusive sales and marketing of the Company’s suite of microRNA-based cancer testing services in Romania and non-exclusive distribution in Turkey, in addition to the original agreement covering Greece. GeneKor is a leading molecular diagnostic service provider based in Greece.

“We are delighted to expand our relationship with GeneKor, a leading molecular diagnostics company with experience in distributing high-complexity oncology tests. We look forward to building upon our established relationship to leverage the need for better cancer diagnostics with Rosetta’s powerful microRNA-based product portfolio,” stated Kenneth A. Berlin, President and Chief Executive Officer of Rosetta Genomics. “Developments in targeted cancer therapies are driving the need for more accurate classification of tumor types 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 to help optimize treatment.”

E. Robert Wassman, MD, FAAP, FACMG, Rosetta Genomics’ Chief Medical Officer, said: “This extension to our agreement with Genekor will enhance patient access to our microRNA-based testing services in Turkey and Romania, and will potentially result in more personalized treatment approaches for many patients. In addition, this new agreement underscores our commitment to expand personalized medicine across the globe, and to help improve patient outcomes.”

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. Parties interested in ordering the test can contact Rosetta Genomics at (215) 382-9000 ext. 309.

About GeneKor

GeneKor Medical S.A. was founded in 2007 and operates molecular biology laboratories with state-of-the-art equipment suitable to provide the highest quality services. GeneKor provides a diversification of services focused on improving patient care utilizing the latest technologies of prognostic, predictive and personalized medicine. As of June 2012, the specialized laboratory of GeneKor has been accredited by ISO 15189:2007 for Clinical Laboratories by the Hellenic Accreditation System S.A. (Ε.Σ.Υ.Δ.), while it has also been certified by International quality Standards Organizations (ISO 9001:2008), from independent international certification bodies (TUV Nord). GeneKor services are assured through External Quality Assurance by the European Molecular Genetics Quality Network (EMQN), the National External Quality Assessment Service (UK NEQAS) and the College of American Pathologist (CAP). GeneKor is staffed by board-certified internationally recognized and published scientists and doctors who are able to provide analyses and recommendations to physicians and their patients. As such, GeneKor is in position to carry out all existing molecular biology assays. GeneKor offers treating physicians various tools to individualize patient treatment. GeneKor is devoted to offering the highest-quality services by constantly monitoring scientific developments in the health sector, updating its laboratory equipment and maximizing its levels of accuracy and reliability.

GeneKor is also operating in Romania and Turkey and actively establishing its international presence with an ultimate goal of extending its collaborations in more countries. GeneKor's strategic goal is the constant incorporation of new technology platforms and assays in order to consistently provide the most up-to-date, reliable and cutting-edge tools to the treating physicians.

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, Rosetta licensing, partnering, entering into distribution

agreements or otherwise deriving value from microRNA technology for use in a variety of diagnostic and targeted therapeutics and Rosetta developing therapeutic products, the reproducibility, robustness and accuracy of Rosetta's microRNA technology and its ability to help optimize treatment and the extension of the agreement with Genekor enhancing patient access to Rosetta testing services in Romania and Turkey, 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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