



For Release

KAHR Medical, a Hadasit Bio-holdings Portfolio Company, Announces Scientific Advisory Board

KAHR Medical's elite SAB is comprised of world leaders in the autoimmune drug field

Jerusalem, Israel, February 19, 2009 --- KAHR Medical, a Hadasit-Bio-Holdings (HBL, TASE: HDST) portfolio company that develops novel drugs for the treatment of autoimmune diseases, announced today the members of the company's Scientific Advisory Board (SAB). They include:

- **Professor Marc Feldmann**, M.D., Ph.D., head of the Kennedy Institute of Rheumatology at the Imperial College of London. Professor Feldmann discovered TNF-alpha blockers, the current golden standard drugs for autoimmune and inflammation therapy, and developed the blockbuster drug Remicade (J&J). Professor Feldmann was awarded the Albert Lasker Award in 2003 and the European Inventor of the Year Award in 2007.
- **Professor Lawrence Steinman**, M.D., chairman of Immunology at Stanford University. Professor Steinman developed the drug Tysabri (Biogen/Idex) for the treatment of multiple sclerosis (MS) and Crohn's disease.
- **Professor Mark L. Tykocinski**, M.D., dean of the Jefferson Medical College and senior vice president of the Thomas Jefferson University in Philadelphia. Professor Tykocinski, the inventor of the company's platform technology, is also the president of the American Society of Investigational Pathology
- **Dr. Nabil Hanna**, Ph.D., the former executive vice president for Research at Biogen/Idex Inc. Dr. Hanna led the IDEC research team through the discovery and pre-clinical development of Rituximab and Zevalin, two antibodies now approved for therapy of non-Hodgkin's lymphoma.

" TSCP molecules, with their two active sites, represent a new class of drugs and if successful, the third generation of biological drugs, following protein ligands and antibodies. The idea, to use the unique structure of these molecules to modulate cellular signals within the immune system, has great potential. I am looking forward to working together with the scientific and medical teams in the development of KAHR's technology," said Professor Steinman.

“We are extremely proud to have pillars of the autoimmune drug development field as members of our SAB. The support of these experts is indicative of the enormous potential of the TSCP technology,” said KAHR CEO Dr. Noam Shani.

KAHR Medical recently announced that the company plans to initiate a clinical study of its first product, KAHR-101, for the treatment for RA, in 2010.

About KAHR and HBL

KAHR is a portfolio company of HBL, the publicly traded holding company of Hadasit, the technology transfer company of Hadassah Medical Organization. KAHR Medical’s drug development pipeline is built around the Trans Signal Converter Proteins (TSCP) technology, a novel drug technology licensed from the University of Pennsylvania. Unlike conventional biological drugs that only have one functional side, TSCP molecules integrate **two** functional sides within the same molecule. The two active sides allow TSCP drugs to manipulate the diseased immune system by converting signals sent from one cell to another. For more information about KAHR Medical, please visit www.kahr-medical.com. For more information about HBL, please visit www.hbl.co.il. Press contact: Marjie Hadad, media liaison, +972-54-536-5220 or marjie@netvision.net.il.