



May 31st 2009

**Press Release**

**Can-Fite-Completed Patient Enrollment for the Phase II Trial in Psoriasis with CF101**

**The patients were treated with CF101 as a stand alone similarly to the patients in the successful Dry Eye study**

**The Psoriasis market cap is currently estimated to be US\$ 3.5 billion**

**Can-Fite BioPharma** has achieved yet another goal by completion of patients' enrolment in its phase II Psoriasis trial. Approximately 70 patients were enrolled to this study, randomized into 4 groups treated with 1, 2 and 4 mg of CF101 and placebo. Patients are taking the drug for 12 weeks plus 2 weeks of follow-up. The trial is being conducted in 10 sites in Israel and Europe. The company estimates to release study data on Q3 2009.

A point to note it that similarly to the patients in the Dry Eye study, which was recently successfully concluded, the patients in the current study were also treated with CF101 as a stand alone.

Psoriasis is a skin condition that affects 2% to 3% of the general population. The disease is manifested by scaly plaques on the skin and in the severe form has a major effect on the physical and emotional well-being of the patients. General anti-inflammatory agents such as topical corticosteroids, Methotrexate or phototherapy are only partially effective and are limited by safety issues. Recently, novel biologics targeting the underlying immuno-pathogenesis of the disease have been introduced, such as Enbrel, which blocks the activity of the inflammatory cytokine tumor necrosis factor- $\alpha$  (TNF- $\alpha$ ). Still, a significant need remains for novel drugs for patients who do not respond to existing therapies or for whom these therapies are unsuitable.

The market share for Psoriasis is estimated at US\$ 3.5 billion annually. The oral administration of Can-Fite's CF101, the drug's mechanism of action (suppression of the inflammatory mediator TNF- $\alpha$ ) and its excellent safety profile (tested on more than 600 subjects in other trials), support its use for the treatment of psoriasis.

**Prof. Pnina Fishman, CEO of Can-Fite**, said today that "We are very happy with the progress in our clinical development program and looking forward to analyze the data of this study in which CF101 was given as a monotherapy. It is our first trial in the dermatology field and the immuno-modulatory activities of CF101 render it a possible attractive drug candidate for these clinical conditions".

**CAN-FITE BIOPHARMA LTD** **CAN-FITE BIOPHARMA LTD** is a public company traded on the Tel Aviv Stock Exchange. The Company, which commenced business activity in 2000, was founded by Prof. Pnina Fishman, an investigator from Rabin Medical Center, and patent attorney Dr. Ilan Cohn, a senior associate at Reinhold

Cohn Patent Attorneys. Prof. Pnina Fishman serves as the CEO of Can-Fite. The Company was founded on the basis of scientific findings made by Prof. Pnina Fishman and focuses on the development of molecule-based drugs that bind to receptors of cancerous or inflammatory cells and inhibit their development.

Can-Fite's development pipeline currently has two drugs: CF101 and CF102. The company is simultaneously conducting several preclinical and clinical trials with the two drugs for various indications. CF101 is being studied for the treatment of inflammatory diseases and CF102 for the treatment of liver conditions, including liver cancer and hepatitis.

**For details: Amir Eisenberg, 0528-260285; Shai Eliash 0522-546635; Liron Singer 0525-476661; Hadas Friedman 0524-022274; Miri Riley 0524-022275; Sarah Seltzer 0524-448262; Office 03-7538828**