

July 29, 2015

# World Health Organization Accepted "Piclidenoson" as Proposed New Generic Name for Can-Fite's Lead Drug Candidate CF101

PETACH TIKVA, Israel, July 29, 2015 /PRNewswire/ -- [Can-Fite BioPharma Ltd.](#) (NYSE MKT: CANF) (TASE: CFBI), a biotechnology company with a pipeline of proprietary small molecule drugs that address inflammatory and cancer diseases, today announced that the World Health Organization's International Nonproprietary Name group has accepted the proposed generic name "piclidenoson" for its lead drug candidate, CF101.

"We are pleased that the World Health Organization recognized the very unique pharmacological nature of CF101 and has granted it a new generic name," stated Can-Fite CEO Dr. Prina Fishman. "This is a very important step towards bringing a new drug to market and comes at an important time for Can-Fite as we prepare to enter advanced stage clinical trials for CF101 in rheumatoid arthritis and psoriasis."

[International Nonproprietary Names](#) (INN) facilitate the identification of pharmaceutical substances or active pharmaceutical ingredients. Each INN is a unique name that is globally recognized and is public property. A nonproprietary name is also known as a generic name. The INN system's aim is to provide health professionals with a unique and universally available designated name to identify each pharmaceutical substance. The existence of an international nomenclature for pharmaceutical substances is important for the clear identification, safe prescription and dispensing of medicines to patients, and for communication and exchange of information among health professionals and scientists worldwide.

## About Can-Fite BioPharma Ltd.

Can-Fite BioPharma Ltd. (NYSE MKT: CANF) (TASE: CFBI) is an advanced clinical stage drug development Company with a platform technology that is designed to address multi-billion dollar markets in the treatment of cancer and inflammatory diseases. The Company's CF101 is in Phase II/III trials for the treatment of psoriasis and the Company is preparing for a Phase III CF101 trial for rheumatoid arthritis. Can-Fite's liver cancer drug CF102 is commencing Phase II trials and has been granted Orphan Drug Designation by the U.S. Food and Drug Administration. CF102 has also shown proof of concept to potentially treat other cancers including colon, prostate, and melanoma. These drugs have an excellent safety profile with experience in over 1,200 patients in clinical studies to date. For more information please visit: [www.can-fite.com](http://www.can-fite.com)

## Forward-Looking Statements

This press release may contain forward-looking statements, about Can-Fite's expectations, beliefs or intentions regarding, among other things, its product development efforts,

business, financial condition, results of operations, strategies or prospects. In addition, from time to time, Can-Fite or its representatives have made or may make forward-looking statements, orally or in writing. Forward-looking statements can be identified by the use of forward-looking words such as "believe," "expect," "intend," "plan," "may," "should" or "anticipate" or their negatives or other variations of these words or other comparable words or by the fact that these statements do not relate strictly to historical or current matters. These forward-looking statements may be included in, but are not limited to, various filings made by Can-Fite with the U.S. Securities and Exchange Commission, press releases or oral statements made by or with the approval of one of Can-Fite's authorized executive officers. Forward-looking statements relate to anticipated or expected events, activities, trends or results as of the date they are made. Because forward-looking statements relate to matters that have not yet occurred, these statements are inherently subject to risks and uncertainties that could cause Can-Fite's actual results to differ materially from any future results expressed or implied by the forward-looking statements. Many factors could cause Can-Fite's actual activities or results to differ materially from the activities and results anticipated in such forward-looking statements, including, but not limited to, the factors summarized in Can-Fite's filings with the SEC and in its periodic filings with the TASE. In addition, Can-Fite operates in an industry sector where securities values are highly volatile and may be influenced by economic and other factors beyond its control. Can-Fite does not undertake any obligation to publicly update these forward-looking statements, whether as a result of new information, future events or otherwise.

#### Contact

Can-Fite BioPharma

Motti Farbstein

[info@canfite.com](mailto:info@canfite.com)

+972-3-9241114

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/world-health-organization-accepted-piclidenoson-as-proposed-new-generic-name-for-can-fites-lead-drug-candidate-cf101-300120348.html>

SOURCE Can-Fite BioPharma Ltd.