

January 7, 2014

Can-Fite to Present at Two Upcoming Healthcare Investor Conferences

OneMedForum San Francisco 2014 on January 13th

Biotech Showcase™ 2014 on January 14th

PETACH TIKVA, Israel, Jan. 7, 2014 /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 it is scheduled to present at two upcoming healthcare investor conferences in San Francisco, California.

Can-Fite's Chief Executive Officer, Dr. Pnina Fishman, will deliver a company presentation at the OneMedForum San Francisco 2014 conference on Monday, January 13th at 11:10am and at the Biotech Showcase™ 2014 conference on Tuesday, January 14th at 3:30pm. These two healthcare investor conferences will be held in San Francisco, California in parallel to the JP Morgan healthcare investor conference. Dr. Fishman will discuss the development program of Can-Fite's lead drug candidate, CF101, which is a small molecule orally bioavailable compound. She will present positive data from Can-Fite's Phase II/III Psoriasis trial interim analysis and its Phase IIb Rheumatoid Arthritis trial, both utilizing CF101 as a standalone drug.

To arrange one-on-one meetings with management, please contact Robert Haag at canf@irthcommunications.com or 1-866-976-IRTH.

The seventh annual OneMedForum will feature over 80 growth companies and include over 1,200 investors. The event focuses on the areas of greatest investment opportunity in therapeutics, devices, diagnostics and health information and will also showcase the most promising microcap public companies and high growth private (pre-IPO) companies. OneMedForum has established a quality brand that consistently assembles leading investors and executives. The event will be held from January 13-15, 2014 at the Westin on Market Street in San Francisco, California.

Biotech Showcase™ is an investor and partnering conference devoted to providing private and public biotechnology and life sciences companies an opportunity to present to, and meet with, investors and pharmaceutical executives during the course of one of the industry's largest annual healthcare investor conferences. Now in its sixth year, Biotech Showcase™ is expected to attract upwards of 1,700 attendees. The meeting will take place from January 13-15, 2014 at the Parc 55 Wyndham Union Square Hotel in San Francisco, California.

About Can-Fite BioPharma Ltd.

Can-Fite BioPharma Ltd is an Israeli public company, the ordinary shares of which are traded on the Tel Aviv Stock Exchange (the "TASE") (TASE: CFBI). Level II American

Depository Receipts of the Company currently trade on the NYSE MKT (NYSE MKT: CANF). Can-Fite, which commenced business activity in 2000, was founded by Pnina Fishman, Ph.D., researcher in the Rabin Medical Center, and Ilan Cohn Ph.D., patent attorney and senior partner at Reinhold Cohn Patent Attorneys in Israel. Dr. Fishman serves as the Chief Executive Officer of Can-Fite. Dr. Fishman founded Can-Fite on the basis of her scientific findings, and Can-Fite is focused on the development of small molecule orally bioavailable drugs, in particular, ligands that bind to the A3 adenosine receptor. Such drugs mediate anti-inflammatory and anti-cancer effects and the A3AR is developed as a biological predictive marker. Can-Fite's lead drug candidate, CF101, is in clinical development for the treatment of autoimmune inflammatory diseases including Rheumatoid Arthritis and Psoriasis. Can-Fite's CF102 drug candidate is being developed for the treatment of liver diseases and CF602 is being developed for the treatment of inflammation and sexual dysfunction. To date, more than 700 patients have participated in clinical trials conducted by Can-Fite. Can-Fite previously spun off its activity in the ophthalmic field to Ophthalix Inc., in which it holds 82%, and is currently listed on the U.S. Over-the-Counter Markets (OTCQB: OPLI).

Forward-Looking Statements

This press release contains 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 (the "SEC"), 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.

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