

July 21, 2014

Can-Fite CEO to Deliver Scientific Presentation and Serve on Expert Panel at Purines 2014 in Bonn, Germany on July 23-27, 2014

Conference is focused on research related to adenosine receptors and drug candidates that target these cell surface receptors

PETACH TIKVA, Israel, July 21, 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, announced today the Company's CEO and Chief Science Officer, Dr. Pnina Fishman, will participate in [Purines 2014](#). The international conference on nucleotides, nucleosides and nucleobases, is to be held in Bonn, Germany, from July 23–27, 2014. Purines 2014 will bring together the leading international scientists in the field. At this year's conference aspects of the molecular and cellular biology of purinergic signaling will be covered as well as its role in the physiology and pathology of various organ systems and the development of novel strategies for drug development and therapy.

Can-Fite's platform technology is based on the finding that the Gi protein-coupled A3 adenosine receptor (A3AR), which is a purine, is present in high concentrations in inflammatory cells and in cancer cells. The Company's proprietary compounds target and bind with A3AR and cause cancer and inflammatory cells that have A3AR to die.

On July 24th at 14:30, Dr. Fishman will deliver a presentation titled, "Utilizing the A3 adenosine receptor agonist CF101 for the treatment of autoimmune inflammatory indications: data from advanced clinical studies." On July 24th at 12:15, Dr. Fishman will join other experts from around the world on a panel regarding the [development of purinergic drugs](#).

"In the scientific community, as well as in the drug development industry, there is growing recognition of the importance that adenosine receptors play in cell biology. The growing body of research points to the therapeutic potential of compounds which target these receptors. As an early developer of therapeutics based on adenosine, we look forward to sharing our findings and our experience with the community," Dr. Fishman stated.

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

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

+972-3-9241114

SOURCE Can-Fite BioPharma Ltd.