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# Can Fite's Drug CF101 is Presented in Scientific Journal as One of Four Small Molecule Drugs for the Treatment of Psoriasis

**Independent, 3rd party scientists review psoriasis treatments and the benefits of small molecule drugs including CF101;**

**The psoriasis therapeutic market was worth \$3.6 billion in 2010 and is forecast to grow to \$6.7 billion by 2018, according to Global Data**

PETACH TIKVA, Israel, Sept. 17, 2014 /PRNewswire/ -- [Can-Fite BioPharma Ltd.](#) (NYSE MKT: CANF) (TASE: CFBI), a biotechnology company advancing a pipeline of proprietary small molecule drugs that address cancer and inflammatory diseases, today announced that an article titled, "New Drugs and Treatment Targets in Psoriasis," published in the peer-reviewed scientific journal *Acta Derm Venereologica*, cites the Company's CF101 as a potential treatment for psoriasis. The article was written by researchers at the Department of Dermato-allergology, Gentofte Hospital, University of Copenhagen, Denmark. To read the article in full, please visit: [Acta Derm Venereologica](#).

The article states that biologics for the treatment of psoriasis are costly, require repeated injections, and some patients experience a loss of therapeutic effect. Thus, the development of orally available, small molecule drugs are desirable, state the article's authors. They identify A3 adenosine receptor (A3AR) agonists as one of four potential small molecules currently in clinical trials.

The article includes a summary of Can-Fite's Phase II psoriasis trial and includes CF101 among four small molecule drugs under development including Pfizer's Tofacitinib, Celgene's Apremilast, and Incyte's Ruxolitinib.

"There is a need for small molecule orally bioavailable drugs for the treatment of psoriasis which is a chronic disease. We believe the good safety and efficacy profile that has been described in the Phase II and Phase II/III interim analysis, positions CF101 as a leading drug under development for this disease," stated Dr. Pnina Fishman, CEO of Can-Fite.

Can-Fite's Phase II/III psoriasis trial is ongoing with top line results expected to be released in the first quarter of 2015. The psoriasis therapeutic market was worth \$3.6 billion in 2010 and is forecast to grow to \$6.7 billion by 2018, according to Global Data.

[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.

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