



Insuline Medical Appoints Jacob Harel to its Board of Directors

Mr. Harel is a 27 year veteran of the pharmaceuticals industry, most recently as Executive Director and Head of the Corporate Business Development group at Merck & Co.

Petach Tikva, Israel, January 8, 2015

Insuline Medical (TASE: INSL), a company developing, manufacturing, and marketing medical devices to improve insulin therapy for insulin-reliant diabetics, has announced the appointment of Mr. Jacob Harel to its Board of Directors. Mr. Harel has over 27 years of experience in sales, marketing, operation and business development in senior executive positions in the pharmaceutical industry.

Ronen Melnik, Chairman of Insuline Medical: "We are delighted to have Mr. Jacob Harel join our board. With more than 27 years of international business experience working in Merck, a leading multinational pharmaceutical company, Jacob brings to our company a unique set of skills and a broad global business network. As Insuline begins to implement its global commercialization strategy, Jacob's particular experience in forming successful international collaborations and partnerships will be a powerful addition to our global commercialization efforts. We look forward to working with Jacob."

Jacob Harel was quoted saying: "Insuline Medical has successfully brought to market an innovative device which greatly enhances insulin therapy by stabilizing and conditioning the site of injection. The InsuPad product has shown clinical benefits which are much desired by diabetics and care givers, without the need for expensive development of a new drug. It addresses a large segment of insulin-reliant diabetics, and can improve their quality of life and improve treatment outcome. I believe that the product has significant business potential using a pharma-like business model. By developing the appropriate strategy and by building the right global commercialization footprint it can create significant shareholder value. I am excited to join this talented team."

About Insuline

Insuline Medical is a publicly-listed Israeli medical device company which has developed, and is manufacturing and marketing a device which enables patients on intensive insulin therapy to take control of their disease and reach treatment targets in a more effective way. InsuPad, the company's flagship product, is composed of a disposable injection window part and a reusable rechargeable control unit, which uses the innovative Skin Condition Stabilization (SCS) technology. Insuline succeeded in demonstrating significant clinical benefits for patients, which are greatly valued physicians and by payers. InsuPad is a non-invasive device which is safe and easy to use. It has Medical Devices Directive (CE Mark) approval for the European Union. InsuPad is also approved for marketing in Israel and Canada. Insuline has initiated commercialization in Germany in collaboration with J&J (LifeScan), and in Israel with DYN diagnostics. For more information please see <http://www.insuline-medical.com>.

About Jacob Harel

Jacob Harel is the founder and president of "Harel Consulting", a Business Development Advisory firm, supporting international transactions in the global pharma industry. Prior to founding "Harel Consulting" Jacob served for over 27 years in various executive roles at Merck & Co. His most recent position was Executive Director and Head of the Corporate Business Development group. Jacob has extensive experience in business development, including the facilitation and negotiation of various transactions like licensing, acquisitions, mergers, divestitures and marketing collaborations. For more about Jacob Harel and "Harel Consulting" please see <http://www.harelconsulting.com>.

Contact:

Amalia Herszkowicz
Business Development & Marketing Director

+972-39301094

+972-544529361

<http://www.insuline-medical.com>

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