

September 3, 2013

Can-Fite to Present at Rodman & Renshaw Global Investment Conference on September 9, 2013

PETACH TIKVA, ISRAEL -- (Marketwired) -- 09/03/13 -- [Can-Fite BioPharma](#) (TASE: CFBI), (PINKSHEETS: CANFY), a biotechnology company with a pipeline of proprietary small molecule drugs that address inflammatory and cancer diseases, announced today that the Company's CEO, Dr. Pnina Fishman, will present at the [Annual Rodman & Renshaw Global Investment Conference](#), Sponsored by H.C. Wainwright & Co. The conference is being held September 8-10, 2013, at the Millennium Broadway Hotel in New York City.

Dr. Fishman is scheduled to present an overview of Can-Fite to investors on Monday, September 9th at 4:05 pm ET in room 7.02, 7th floor.

Investors or journalists may request a one-on-one meeting with Can-Fite's management by contacting Robert Haag at 1-866-976-IRTH (4784) or canfy@irthcommunications.com.

Can-Fite is currently conducting Phase II and Phase III trials in the U.S., Europe and Israel for five indications in cancer, autoimmune inflammatory disease, and ophthalmology, which together serve multi-billion dollar markets. The Company's CR102 has been granted Orphan Drug Designation by the U.S. Food and Drug Administration for the treatment of liver cancer. Can-Fite also owns 82% of OphthaliX Inc., which is currently traded on the U.S. markets (OTCQB: OPLI) (OTCQB: OPLID).

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 (TASE: CFBI). American Depository Receipts of the company are traded on the over-the-counter market (PINKSHEETS: CANFY). The company, 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. Pnina Fishman serves as CEO of the company. The company was founded on the basis of Fishman's scientific findings, and is focused on the development of small molecule orally bioavailable drugs, ligands to the A3 adenosine receptor. The latter mediates anti-inflammatory and anti-cancer effects and is suggested as a biological predictive marker. The company's lead drug, CF101, is in clinical development for the treatment of autoimmune inflammatory diseases. The CF102 drug candidate is being developed for the treatment of liver diseases. Can-Fite has a wealth of clinical experience: to date, more than 700 patients have participated in clinical trials conducted by the company. Can-Fite previously licensed its activity in the ophthalmic field to OphthaliX Inc., in which it holds a controlling interest (OTCQB: OPLI) (OTCQB: OPLID).

Safe Harbor Statement

Any statements in this press release that relate to the Company's expectations are forward-

looking statements, within the meaning of the Private Securities Litigation Reform Act. The Private Securities Litigation Reform Act of 1995 (PSLRA) implemented several significant substantive changes affecting certain cases brought under the federal securities laws, including changes related to pleading, discovery, liability, class representation and awards fees. Since this information may involve risks and uncertainties and are subject to change at any time, the Company's actual results may differ materially from expected results. Additional risks associated with Can-Fite's business can be found in its periodic filings with the Tel Aviv Stock Exchange.

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