For Release

Hadasit Conducts Advanced Study of Fluorescent Whitening Agents as an Anti-Water Mold Disinfectant to Combat Global "Winter Kill" Fish Epidemics

Early data demonstrate that certain fluorescent whitening agents are non-carcinogenic and effective Saprolegnia parasitica disinfectants in fish.

Jerusalem, Israel, September 24, 2007 ---Hadasit announced today that it is currently engaged in an advanced study of specific types of fluorescent whitening agents as a treatment for *Saprolegnia parasitica*, one of the most prevalent fish pathogens. The whitening agents are being studied for both prevention and treatment applications of *Saprolegnia* infections which occur in aquatic organisms including fish and fish eggs. The study, funded by the Chief Scientist of the Ministry of Agriculture of Israel, is being conducted at the Hadassah-Hebrew University Medical Center and the Laboratory of Fish Health in Nir David, Israel. It is anticipated to last for two years. The data will be presented to the Veterinary Chemical Products Registration Committee, Israel's regulatory body for chemical permits.

"The immune systems of fish decrease when in stress conditions, such as a cold environment. Deadly zoospore, the infective unit of the water mold, which thrives in cold water, capitalizes on the fragile condition of the fish by latching on and spreading its hyphae on the fish skin. This results in white patches of filamentous mycelium on the body and fins of the fish. Malachite Green has been used to treat this situation. However, this agent was prohibited due to carcinogenicity. We have identified an alternative treatment that is non-carcinogenic, non-toxic and very economical," said Professor Itzhack Polacheck, head of the Medical Mycology Laboratory in the Department of Clinical Microbiology and Infectious Diseases, Hadassah-Hebrew University Medical Center, Jerusalem.

The economic loss from *Saprolegnia parasitica* infection is in the tens of millions of dollars for many countries worldwide. In the U.S. alone, "winter kill" in Catfish caused by *Saprolegnia*, costs the industry an annual $40 million loss. In Japan, there is an annual mortality rate of 50% in Coho Salmon and Elver due to this water mold. Aquaculture businesses in Scotland, Scandinavia, Chile, Canada and Israel, suffer similar "winter kills" on their respective local fish populations.

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“Diaminostilbene derivatives, used as fluorescent whitening agents, are highly water-soluble, safe to living organisms and the environment, therapeutically effective, and economical. In fact, they are part of a large group of substances that are already widely used in commercial products in the textile industry. Our research group has discovered a new application of these compounds. Though a large body of information on this group of compounds does currently exist, our study is mandated to further investigate the toxicity and the residuals during and after treatment of fish. Our study will also focus on the analytical parts of the research and the mode of mechanism of antifungal activity of this compound,” said Dr. Rama Falk, of Hadassah. The study team also includes Fish Veterinarian Dr. Simon Tinman and Mr. Nir Froyman, the head of the Laboratory of Fish Health, both from the Central Fish Health Laboratory of the Ministry of Agriculture of Israel.

Hadasit is actively pursuing dialogues with potential partners interested in supporting and coordinating the regulatory, manufacturing and marketing aspects of this project.

About Hadasit

Hadasit (www.hadasit.co.il), the Technology Transfer Company of Hadassah Medical Organization (HMO) in Jerusalem, Israel, promotes and commercializes HMO’s continuously generated intellectual property (IP) and R&D capabilities. IP generated by HMO has already gained global recognition due to Hadasit’s successful enterprising of Hadassah’s biomedical technology, including novel therapeutics, diagnostics and devices. For additional information or to schedule an interview, please contact Marjie Hadad, Media Liaison, Hadasit, at +972-54-536-5220 or e-mail pr@marjiehadad.com or marjie@netvision.net.il.