

## **Integrity Applications to Present and Exhibit at the 2013 Meeting of the European Association for the Study of Diabetes in Barcelona**

*CEO Avner Gal Will Present Poster on GlucoTrack® DF-F Monitoring Device*

**ASHKELON, Israel – September 24, 2013** -- Integrity Applications, Inc. (OTCQB: IGAP), developer of the GlucoTrack® model DF-F non-invasive blood glucose measurement device, will present and exhibit at the 2013 meeting of the European Association for the Study of Diabetes (EASD), to be held in Barcelona, Spain from September 24 to 27.

The company will exhibit its CE Marked GlucoTrack® model DF-F non-invasive glucose monitoring device, designed for spot measuring, at Booth Number F-15. GlucoTrack aims to help people with diabetes obtain blood glucose level measurements without the pain, inconvenience, incremental cost and difficulty of conventional spot finger stick devices.

In addition, Avner Gal, Chief Executive Officer of Integrity Applications, will present a poster titled “Presenting a Truly Non-invasive Glucose Monitor for Home Use” on Thursday, September 26 in a conference session titled “New Devices for Glucose Monitoring and Insulin Delivery.” The poster will also be visible to conference participants during the entire conference period.

Mr. Gal said, “Attendance at EASD is vital for every company involved in the development of new technology intended to help patients with diabetes. We are eager to take this opportunity to present our GlucoTrack® DF-F blood glucose monitoring device to the distinguished attendees of this meeting, and we look forward to detailing its features and benefits to them in person.”

### **About the 49<sup>th</sup> Annual Meeting of EASD**

The Annual Meeting of EASD has become the world’s leading international forum for diabetes research not only for individual scientists but also for the pharmaceutical industry worldwide. With the second highest attendance in EASD history at the last Annual Meeting in Berlin, leading companies in the field of diabetes could present their product portfolio to 18,127 delegates from all over the world. The Fira de Barcelona’s Gran Via exhibition centre, one of the biggest and most modern convention facilities in Europe, has been selected as the venue for the EASD Meeting in 2013.

### **About Integrity Applications, Inc.**

Integrity Applications, Inc. is a medical device company focused on the design, development and commercialization of non-invasive glucose monitoring devices for use by people with diabetes. Integrity Applications has developed the GlucoTrack model DF-

F non-invasive glucose monitoring device, which is designed to help people with diabetes obtain blood glucose level measurements without the pain, inconvenience, incremental cost, and difficulty of conventional (invasive) spot finger stick devices. Integrity Applications works primarily through its wholly-owned Israeli subsidiary, A.D. Integrity Applications, Ltd. For more information please visit [www.integrity-app.com](http://www.integrity-app.com).

### **Forward-Looking Statements**

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Statements contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Without limiting the generality of the foregoing, words such as "will," and "believe," are intended to identify forward-looking statements. Readers are cautioned that certain important factors may affect Integrity Applications' actual results and could cause such results to differ materially from any forward-looking statements that may be made in this news release. Factors that may affect Integrity Applications' results include, but are not limited to, the ability of Integrity applications to successfully commercialize the GlucoTrack DF-F; the ability of the GlucoTrack DF-F to achieve acceptable pricing, adequate third party reimbursement or market acceptance; the ability of Integrity Applications to manage its growth and the expansion of its operations to include commercialization activities; risks relating to the use of third party manufacturers; risks relating to the development of Integrity Applications' sales, marketing and distribution capability, either on its own or through collaborations with marketing partners; and the additional risk factors described in Integrity Applications' filings with the U.S. Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 2012.

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