

## **GlucoTrack® presents an innovation in type 2 diabetes management at the upcoming EASD in Lisbon, Portugal**

Wilmington, Delaware, and Ashdod, Israel, September 8, 2017 — Integrity Applications, Inc. (OTCQB: IGAP), innovator of GlucoTrack®, a non-invasive device for measuring glucose levels in people with type 2 diabetes, announced today that it will be attending the 53rd Annual Meeting of the European Association for the Study of Diabetes (EASD) in Lisbon, Portugal, September 11<sup>th</sup> to September 15<sup>th</sup>.

The EASD has been holding annual meetings since 1965 in a different city every year. The EASD is committed to bringing the latest scientific research and innovations to diabetes healthcare professionals and industry thought leaders.

Integrity Application's booth Q 0.3, Terminal T2, introduces your type 2 diabetes patients to a truly non-invasive glucose monitor. 67% of people with type 2 diabetes have reported that they monitor their glucose levels less frequently than recommended [1]. According to Julie Wagner, a professor at the University of Connecticut, "63 % of participants reported skipping self-monitoring of blood glucose because of the invasiveness of the procedure." GlucoTrack® promotes patient compliance by eliminating the barriers of current invasive methods that discourage frequent testing, such as painful finger pricking, test procedure complexity, and the inconvenience of public blood glucose testing. GlucoTrack® results are easily downloaded and shared with healthcare providers. Individual personalization of the ear clip (PEC) ensures the highest level of accuracy of glucose values measured by GlucoTrack.

1. Karter, A.J., Ferrara, A., Darbinian, J.A., Ackerson, L.M., Selby J.V. Self-monitoring of blood glucose: language and financial barriers in a managed care population with diabetes. *Diabetes Care* 2000, 477-483

### About GlucoTrack®

GlucoTrack® is a truly non-invasive monitoring device that rapidly measures and displays an individual's glucose level in about a minute without finger pricking or any pain.

GlucoTrack® features a small sensor that clips to the earlobe and measures the user's glucose level using innovative and patented sensor technology. The measured signals are analyzed using a proprietary algorithm and then a calculated glucose level is displayed on a small handheld device the size of a small mobile phone. The glucose results are stored in the device and used for an estimated HbA1c level using a proprietary algorithm. The device can also display glucose values graphically, enabling the user to monitor glucose levels over time.

GlucoTrack® has received CE Mark and KFDA approvals for type 2 diabetes and pre-diabetics, and is currently in the early stages of commercialization in Europe, South Korea, and other geographies.

GlucoTrack® is expected to begin clinical trials for United States FDA approval. The product is currently experimental in the United States and is limited to investigational use only.

## About Integrity Applications, Inc.

Integrity Applications was founded in 2001 and is focused on the design, development, and commercialization of non-invasive glucose monitoring technologies for people with type 2 diabetes and prediabetes. The company has developed GlucoTrack®, a proprietary non-invasive glucose monitoring device designed to obtain glucose level measurements in about a minute without the pain, incremental cost, difficulty, or discomfort of conventional invasive finger stick devices. Integrity Applications Inc. is a Delaware corporation, with headquarters in the United States and an R&D site in Ashdod, Israel. For more information, please visit [www.integrity-app.com](http://www.integrity-app.com) and [www.glucotrack.com](http://www.glucotrack.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 “expect”, “plan” and “will” 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 raise additional capital to finance its operations (whether through public or private equity offerings, debt financings, strategic collaborations or otherwise); risks relating to the receipt (and timing) of regulatory approvals (including FDA approval); risks relating to enrollment of patients in, and the conduct of, clinical trials; risks relating to its current and future distribution agreements; risks relating to its ability to hire and retain qualified personnel, including sales and distribution personnel; and the additional risk factors described in Integrity Applications’ filings with the U.S. Securities and Exchange Commission (SEC), including its Annual Report on Form 10-K for the year ended December 31, 2016 as filed with the SEC on March 30, 2017.

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