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PROLOR BIOTECH TO PRESENT HUMAN GROWTH HORMONE CLINICAL PROGRAM UPDATE AT THE 12TH ANNUAL BIO CEO & INVESTOR CONFERENCE

Nes-Ziona, Israel – January 19, 2010 – PROLOR Biotech, Inc., (OTCBB: PBTH) today announced that final data from a randomized, dose-escalating Phase I clinical study of its longer-acting version of human growth hormone (hGH-CTP) will be featured in an oral presentation by PROLOR management at the 12th Annual BIO CEO & Investor Conference to be held at the Waldorf-Astoria Hotel in New York City on February 8-9, 2010.

The Phase I study was designed to assess the safety, tolerability, and pharmacokinetic and pharmacodynamic properties of hGH-CTP. The presentation, which will also include an update on progress in other PROLOR programs, is scheduled at 3:00 PM EST on February 8, 2010. To view a live webcast of the presentation, visit <http://www.veracast.com/webcasts/bio/ceoinvestor2010/46112117.cfm>.

The advisory committee of the BIO CEO & Investor Conference, comprised of leading institutional investors and industry analysts, selected PROLOR Biotech to present at the event, which is the largest independent investor conference focused on leading publicly traded biotech companies.

For more information on the conference, visit <http://www.ceo.bio.org/opencms/ceo/2010/index.jsp>.

ABOUT PROLOR BIOTECH

PROLOR Biotech, Inc. is a biopharmaceutical company applying unique technologies, including its patented CTP technology, primarily to develop longer-acting, proprietary versions of already approved therapeutic proteins that currently generate billions of dollars in annual global sales. The CTP technology is applicable to virtually all proteins and PROLOR is currently developing long-acting versions of human growth hormone, which is in clinical development, and interferon beta, factor VII and erythropoietin, which are in preclinical development, as well as an anti-obesity peptide. For more information on PROLOR, visit www.prolor-biotech.com.

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