

Howard Kelly Joins Alma Lasers, Ltd as CEO

Caesarea, Israel, September 15, 2006— Alma Lasers Ltd., a global manufacturer and marketer of laser and light-based systems for the aesthetic market, announced today that Howard Kelly has joined the company as CEO.

In this new senior management position, Mr. Kelly's initial focus will be on American operations. He will lead efforts to improve overall business processes, strategy, and new business development. Kelly will also oversee the continued strong global marketing and branding effort.

"I am very excited at the opportunity to join Alma Lasers," said Mr. Kelly. "I look forward to working with the Alma team to develop programs and initiatives that build upon the company's tradition of innovation and excellence."

Mr. Kelly brings a significant wealth of business and operational expertise to Alma Lasers. He has extensive international management experience that spans diverse departments such as manufacturing, sales, marketing, strategy, regulatory, R&D, and business development. Mr. Kelly's most recent experience was with Boston Scientific, where he was a vice president and project leader for Europe. He also served as CEO of Whatman plc, a UK-based multinational where he led a successful restructuring of the company.

Mr. Kelly has held a number of senior management roles with Baxter Healthcare, a global medical services company. In the BioScience Division of Baxter, he led a successful expansion into Asia, Japan, and Latin America, improving both sales growth and profitability. He also started Baxter's BioSurgery business in North America. Mr. Kelly began his career as a Naval Aviator in the United States Navy and achieved the rank of Commander, serving in both the active and reserve forces. Mr. Kelly's academic accomplishments include a BSc in bioengineering and an MBA in international management.

This change in leadership announcement effectively splits the duties of CEO and President for Alma Lasers. Ziv Karni, PhD, the former President and CEO of Alma Lasers, will maintain the role of President while vacating the position of CEO. As President and co-founder of Alma Lasers Ltd., Dr. Karni will work closely with Mr. Kelly on the development and strategic growth of the business. Karni will continue to provide visionary leadership for product development, research and manufacturing. He will continue to sit on Alma Lasers' Board of Directors and oversee the Israeli headquarters and Pacific Rim operations. The two leaders form a very strong international partnership that represents a successful past and a bright future.

As part of the shift in leadership, Mauro Wjuniski who led, established and managed the Alma operations in the Western hemisphere will step down from his roles as President of the Americas and Member of the Board. Mauro leaves the company to pursue other business ventures.

"As the aesthetic medical device market continues to expand, Howard possesses the right skill set at this stage of growth for Alma Lasers. We are delighted to welcome him to the company and believe that his strong managerial and commercial experience in the medical industry will contribute greatly to Alma Lasers' future development," said Ajit Nedungadi, Chairman of the Board of Alma Lasers.



About Alma Lasers, Ltd.

Alma Lasers, Ltd. is a global developer, manufacturer and seller of laser, light-based and radiofrequency devices for aesthetic and medical applications. Since 1980, the founders of Alma Lasers have been at the forefront of innovative laser and light-based medical technology. Their technical expertise and in-depth understanding of practitioners' needs led to the development of Alma Lasers' multi-technology/multi-application systems. Alma Lasers' mission is to provide modular, cost-effective and high performance designs that enable medical practitioners to confidently offer safe, effective and profitable aesthetic treatments to their patients. More information about Alma Lasers can be found at www.almalasers.com.