

Playcast, a Xenia Portfolio Company, Completes USD 3 Million Funding Round

Israel, Herzliya, July 24, 2013, Xenia Venture Capital (TASE: XENA), hereby announces that Medi-Tate, a portfolio company (in which Xenia holds 23.95%), has concluded an additional funding round of USD 3.6 million at a NIS 32 million valuation. Xenia's share of the funding round amounts to USD 450,000.

According to Xenia CEO Anat Segal: "Playcast continues to make progress and sign agreements with high-quality computer game publishers, featuring a catalog of hundreds of high quality computer games. Concurrently, the company collaborates with cable television networks that offer advanced gaming experiences to millions of potential gamers. Playcast's technology provides access to a variety of computer games characterized by rich graphics, sound and playability through the use of cloud computing and online services. Consequently, cable television networks are highly interested in offering these games to their subscribers. We believe that our portfolio companies, Playcast amongst them, shall continue to achieve increased revenues and improved profitability, while generating value for Xenia's shareholders."

About Xenia Venture Capital:

Xenia Venture Capital is a publically traded investment company which operates a privatized technology incubator that invests in seed stage start ups and initiatives in the fields of medical devices and IT. Among Xenia's founders and main shareholders are the Novacom Group and C. Mer Industries, leading institutional investors such as IBI, Menora Insurance Group, Dash Apax, Mivne Taasia (of the Fishman Group), Anat Segal (CEO), as well as additional hi tech and industry figures. Xenia's Board of Directors and Advisory Board comprises highly successful entrepreneurs and high-tech industry executives, including Haim Mer, Tal Menipaz (Chairman of the Board), Prof. Gaby Barabash, Dr. Yafit Stark, Prof. Yossi Shacham, and others. The aim of the company is to jump-start and accompany start up companies in the field of technology and medical devices, striving to increase the companies' chances to succeed and realize their business potential. Since its inception, Xenia has invested in dozens of companies, many of which have completed follow-on investment rounds, launched products in global markets, reached significant sales and profitability, and formed valuable strategic partnerships.

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