



UNITRONICS (1989) (R" G) LTD.

PRESS RELEASE

Airport City, Israel

July 23, 2014

*****Regulated Information*****

*****For Immediate Release*****

APPOINTMENT OF A SENIOR OFFICE HOLDER AT THE COMPANY

Airport City, Israel – July 23, 2014 - Unitronics (1989) R" G Ltd. (the "Company") published the attached Immediate Report pursuant to the requirements of the Israeli law, concerning the appointment of a senior office holder at the Company.

About Unitronics

Unitronics (1989) (R" G) Ltd. is an Israeli company that engages, through its Products Department, in the design, development, production, marketing and sale of industrial automation products, mainly Programmable Logic Controllers ("PLCs"). PLCs are computer-based electronic products (hardware and software), used in the command and control of machines performing automatic tasks, such as production systems and automatic systems for industrial storage, retrieval and logistics. The Company also engages, through its Systems Department and/or its subsidiaries, in the design, construction and maintenance services in the framework of projects for automation, computerization and integration of computerized production and/or logistics systems, mainly automated warehouses, automated distribution centers and automated parking facilities. The Company's PLCs are distributed by over one hundred and forty distributors (and a wholly owned US subsidiary) in approximately fifty countries throughout Europe, Asia, America and Africa. The services of the Systems Department are provided to customers in Israel and also outside Israel.

This press release contains certain forward-looking statements and information relating to the Company that are based on the beliefs of the Management of the Company as well as assumptions made by and information currently available to the Management of the Company. Such statements reflect the current views of the Company with respect to future events, the outcome of which is subject to certain risks and other factors which may be outside of the Company's control. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results or outcomes may vary materially from those described herein as projected, anticipated, believed, estimated, expected or intended.

Unitronics (1989) (R"G) Ltd.
(the "Company")

**Re: An immediate report concerning the appointment of a senior office holder
at the Company**

Pursuant to regulation 34(b) to the Israeli Securities Regulation
(Periodic and Immediate Reports), 5730 - 1970.

1. Surname and first name: Gavriel Badusa.
Type of Identification Number: Identity card number.
Identification number: 059616599
Citizenship: Israeli
2. Date of birth: 19/03/1965.
3. Address for serving court's documents: Unitronics (1989) (R"G) Ltd, Unitronics Building,
Airport City, P.O.B 300, Ben Gurion Airport, Israel.
4. Office commencement date: 23/07/2014
5. The office appointed to: Chief Financial Officer.
6. Prior position at the Company: /
7. Academic education: B.A in Accounting, Bar Ilan University, Israel.
MBA, Business Administration (Financing), Bar Ilan University, Israel.
8. Other education and professional certification: -.
9. Other activities over the past 5 years:
 - a. Chief Financial Officer, Cham Food (Israel) Ltd., for 3 years.
 - b. Chief Financial Officer, Kamor Ltd., for 9 years.
10. The senior office holder does not fulfill other roles at the corporation, its subsidiary, a related Company, or at an interested shareholder.
11. The senior office holder is not a family member of another senior office holder or an interested shareholder of the Company.
12. The senior office holder does not hold securities of the Corporation, its subsidiary, or a related company.

Respectfully,

Unitronics (1989) (R"G) Ltd.