

Award-Winning Broadway, Television & Film Star Aaron Lazar Featuring NeuroSense CEO Alon Ben-Noon in a Special Live Podcast on ALS Science, PrimeC's Commercialization Strategies, and Community

Live Broadcast: Award-Winning Actor & ALS Advocate Aaron Lazar hosts NeuroSense CEO Alon Ben-Noon to Unveil New Insights into NeuroSense's Breakthrough Science, Canadian Regulatory Milestones & Go-to-Market Options in a Must-Watch Event

CAMBRIDGE, Mass., July 22, 2025 /PRNewswire/ -- [NeuroSense Therapeutics Ltd.](#) (Nasdaq: NRSN) ("NeuroSense"), a late-clinical stage biotechnology company developing novel treatments for severe neurodegenerative diseases, updates today that in a live broadcast, NeuroSense CEO Alon Ben-Noon will join Aaron Lazar, Celebrated TV and film actor and Broadway star who has become a powerful new advocate in the fight against ALS following his recent diagnosis.

Lazar, renowned for his emotional depth and commanding stage presence, is now using his platform to confront ALS head-on. In this conversation, he will push Ben-Noon to share the full story behind PrimeC - NeuroSense's promising investigational therapy that has shown the potential to meaningfully alter the course of ALS. Lazar will also delve into pressing topics, including the NeuroSense's regulatory path in Canada and the latest developments around its binding term sheet with a pharma partner.

Selected questions from participants will be welcomed and answered live during the webcast, offering an interactive opportunity for engagement.

The live event will take place via a Zoom webcast on Monday, August 4, 2025, at 2:00 PM EST. This session promises to provide valuable insights for ALS community, media, and biotech investors.

Interested participants can register for the webcast via the following [link](#):

https://us06web.zoom.us/webinar/register/WN_9ZHwQARPSTWxMJOs1-0IFA

About Aaron Lazar

With extraordinary passion and grace, award-winning actor and singer Aaron Lazar inspires audiences with [The Impossible Dream](#), his musical journey of healing in the face of ALS.

Aaron is a Grammy nominated, SAG Award winner and Drama Desk Award nominee who has starred in 11 Broadway productions. He debuted in *The Phantom of the Opera*, originated roles in the world premieres of *A Tale of Two Cities*, *Impressionism* and *The Last Ship*; starred in the revivals of *A Little Night Music* and *Les Misérables*; and romanced audiences in *The Light in the Piazza* at Lincoln Center and *Live from Lincoln Center* on PBS. In Los Angeles, Aaron starred as Larry Murphy in the first national tour of the Tony Award-winning smash *Dear Evan Hansen* and as Dr. Neville Craven in *The Secret Garden*, both at The Ahmanson Theatre.

On film and television, Aaron can be seen wearing hot dog fingers in The Daniel's Academy Award winning film *Everything, Everywhere All At Once* and Season 5 of *Yellowstone*. He has worked with legendary directors Clint Eastwood (*J. Edgar*), Martin Scorsese (*The Wolf of Wall Street*), Shawn Levy (*This is Where I Leave You*), Mary Harron (*The Notorious Bettie Page*) and The Russo Brothers (*Avengers: Infinity War* & *Avengers: Endgame*). Aaron was also one of the stars of "Filthy Rich" on FOX with Kim Cattrall.

As a singer Aaron has been a guest artist with some of the world's top symphonies, including The New York Philharmonic, The New York Pops at Carnegie Hall, The National Symphony Orchestra at The Kennedy Center, The Boston Pops, The Jerusalem Symphony Orchestra at Masada, The English National Opera Orchestra and The Hollywood Bowl Orchestra. His acclaimed concerts *Broadway to Hollywood* and *All For You* (with Tony Award nominee Kate Baldwin), play cabaret clubs and PACs around the country.

Diagnosed with ALS in January 2022, Aaron has since become a prominent advocate and keynote speaker on adversity as a catalyst to change and healing and the spiritual mindset of health. He currently performs his original speaking platform, *The Impossible Dream*, across the United States for organizations as big as BIO and Novartis, to audiences as intimate as those in friends' living rooms. It's all part of Aaron's mission to expand consciousness and empower others to know that, "we all have the power within us to make the impossible, possible."

Aaron holds a BA in music and pre-med from Duke University and an MFA from the Cincinnati College-Conservatory of Music where he was recently honored with the prestigious Katz Alumni Award. Aaron lives in Los Angeles with his two teenage boys. His debut album, *Impossible Dream*, is nominated for best traditional pop album at the upcoming 2025 Grammy awards as a

collection of inspiring duets featuring 50+ Broadway stars on the title track. Streaming everywhere.

www.aaronlazar.com @aaronscottlazar

About ALS

Amyotrophic lateral sclerosis ("ALS") is an incurable neurodegenerative disease that causes complete paralysis and death within 2-5 years from diagnosis. Every year, more than 5,000 people are diagnosed with ALS in the U.S. alone, with an annual disease burden of \$1 billion. The number of people living with ALS is expected to grow by 24% by 2040 in the U.S. and EU.

About PrimeC

PrimeC, NeuroSense's lead drug candidate, is a novel extended-release oral formulation composed of a unique fixed-dose combination of two FDA-approved drugs: ciprofloxacin and celecoxib. PrimeC is designed to synergistically target several key mechanisms of ALS that contribute to motor neuron degeneration, inflammation, iron accumulation and impaired ribonucleic acid ("RNA") regulation to potentially inhibit the progression of ALS. NeuroSense completed a Phase 2a clinical trial which met its safety and efficacy endpoints including reducing functional and respiratory deterioration and statistically significant changes in ALS-related biological markers indicating PrimeC's biological activity. PrimeC was granted Orphan Drug Designation by the U.S. Food and Drug Administration and the European Medicines Agency.

About NeuroSense

NeuroSense Therapeutics, Ltd. is a clinical-stage biotechnology company focused on discovering and developing treatments for patients suffering from debilitating neurodegenerative diseases. NeuroSense believes that these diseases, which include amyotrophic lateral sclerosis (ALS), Alzheimer's disease and Parkinson's disease, among others, represent one of the most significant unmet medical needs of our time, with limited effective therapeutic options available for patients to date. Due to the complexity of neurodegenerative diseases and based on strong scientific research on a large panel of related biomarkers, NeuroSense's strategy is to develop combined therapies targeting multiple pathways associated with these diseases.

For additional information, we invite you to visit our [website](#) and follow us on [LinkedIn](#), [YouTube](#) and [X](#). Information that may be important to investors may be routinely posted on our website and these social media channels.

Forward-Looking Statements

This press release contains "forward-looking statements" that are subject to substantial risks and uncertainties. All statements, other than statements of historical fact, contained in this press release are forward-looking statements. Forward-looking statements contained in this press release may be identified by the use of words such as "anticipate," "believe," "contemplate," "could," "estimate," "expect," "intend," "seek," "may," "might," "plan," "potential," "predict," "project," "target," "aim," "should," "will" "would," or the negative of these words or other similar expressions, although not all forward-looking statements contain these words. Forward-looking statements are based on NeuroSense Therapeutics' current expectations and are subject to inherent uncertainties, risks and assumptions that are difficult to predict and include statements regarding the timing of regulatory filings, meetings and regulatory decisions. Further, certain forward-looking statements are based on assumptions as to future events that may not prove to be accurate. The future events and trends may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward looking statements. These risks include the risk that PrimeC will not significantly improve the quality of life for ALS patients, that the Company will not enter into a binding definitive agreement with a pharma partner, of a delay in submission by the Company of its regulatory dossier, that regulatory approvals for PrimeC will be delayed or not obtained in Canada or elsewhere; unexpected R&D costs or operating expenses, insufficient capital to complete development of PrimeC, a delay in the reporting of additional results from PARADIGM clinical trial, the timing of expected regulatory and business milestones, risks associated with meeting with the FDA and Health Canada to determine the best path forward following the results from PARADIGM clinical trial, including a delay in any such meeting; the potential for PrimeC to safely and effectively target ALS; preclinical and clinical data for PrimeC; the uncertainty regarding outcomes and the timing of current and future clinical trials; timing for reporting data; the development and commercial potential of any product candidates of Neurosense; the ability of NeuroSense to remain listed on Nasdaq; and other risks and uncertainties set forth in NeuroSense's filings with the Securities and Exchange Commission (SEC). You should not rely on these statements as representing our views in the future. More information about the risks and uncertainties affecting NeuroSense is contained under the heading "Risk Factors" in the Annual Report on Form 20-F filed with the Securities and Exchange Commission on April 4, 2024 and NeuroSense's subsequent filings with the SEC. Forward-looking statements contained in this announcement are made as of this date, and NeuroSense undertakes no duty to update such information except as required under applicable law.

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