



-Press Release-

**ELRON ANNOUNCES ACQUISITION OF CERTAIN ASSETS OF ELBIT VFLASH BY 24/7
REAL MEDIA AND AN INVESTMENT INTO 24/7 REAL MEDIA**

Tel Aviv, September 19, 2002 - Elron Electronic Industries Ltd. (NASDAQ:ELRN), announced today the acquisition of certain assets of its wholly owned subsidiary, Elbit Vflash (doing business as NowMarketing), a New York based marketing professional services company, by 24/7 Real Media, Inc. (NASDAQ: TFSM). 24/7 Real Media provides marketing and technology solutions to online marketers and publishers, which maximize customer relationships and revenues. In consideration for the acquisition, Elron will receive 4.1 million shares of 24/7's common stock.

In conjunction with the acquisition, Elbit Ltd., a wholly owned subsidiary of Elron, and an investor associated with Elron will make a \$1.25 million direct investment into 24/7 Real Media in exchange for convertible preferred stock.

Elron does not expect the acquisition or investment to have any significant impact on its results of operations.

Elron Electronic Industries Ltd. is a multinational high technology holding company based in Israel. Through affiliates, Elron is engaged with a group of high technology operating companies in the fields of advanced defense electronics, communication, software, information technology, Medical devices and semiconductors. For further information, visit <http://www.elron.com>

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(Any statements in this press release that may be considered forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially. Actual results may differ from such forward-looking statements due to the risk factors discussed in periodic reports filed by the Company with the Securities and Exchange Commission, which the Company urges investors to consider.)