



BioAlliance Pharma presents results on its new biotherapy plasmid AMEP™ for metastatic melanoma at the American Association for Cancer Research (AACR) 100th Annual Meeting in Denver, April 18 to 22, 2009

Paris, April 21st 2009 - BioAlliance Pharma SA (Euronext Paris - BIO), a specialty pharmaceutical company focused on the treatment of opportunistic infections in cancer and HIV, has presented results on its new biotherapy, plasmid AMEP™, for metastatic melanoma treatment at the American Association for Cancer Research (AACR) 100th Annual Meeting, in Denver, April 18 to 22, 2009.

Worldwide melanoma incidence is about 140 000 per year with a high frequency especially in Australia, North America and Europe. When treated at early stage, the prognosis of local melanoma is excellent and associated with a prolonged survival. Nevertheless, the five-year survival rate of advanced or metastatic cancers is low, between 5 and 25% according to the stage and localisation of the disease. No treatments or treatment strategies are demonstrated to be consistently effective in these advanced melanoma patients. Recommendations from all medical and scientific cancer and dermatology societies are thus to evaluate new treatments.

BioAlliance Pharma develops a new biotherapy, plasmid AMEP™, which displays anti-angiogenic and anti-metastatic properties. AMEP™ binds $\alpha v \beta 3$ and $\alpha 5 \beta 1$ integrins which are receptors overexpressed by tumoral melanocytes and also activated endothelial cells involved in new blood vessel formation.

Results presented during the AACR annual meeting describe these anti-angiogenic and anti-tumoral properties of the plasmid AMEP™ biotherapy in *in vitro* and *in vivo* models. In an *in vivo* experimental model of invasive melanoma, tumor treatment by plasmid AMEP™ biotherapy, applied through either intratumoral or intramuscular route, induced a strong tumor growth inhibition (>95% and >50% respectively). Moreover, preliminary acute toxicology studies show that plasmid AMEP™ biotherapy is safe and well-tolerated.

Preclinical toxicology and biodistribution regulatory studies are in progress and will allow the submission of the regulatory file for a phase I clinical trial planned in 2009 in metastatic melanoma patients.

About the American Association of Cancer Research (AACR)

The mission of the AACR is to prevent and cure cancer through research, education, communication, and collaboration. Through its programs and services, the AACR fosters research in cancer and related biomedical science, accelerates the dissemination of new research findings among scientists and others dedicated to the conquest of cancer, promotes science education and training and advances the understanding of cancer etiology, prevention, diagnosis, and treatment throughout the world.

About BioAlliance Pharma

As a preferred partner for hospital-based specialists, BioAlliance Pharma is a specialty biopharmaceutical company which develops and markets innovative products, especially in the fields of opportunistic infections and chemotherapy complications. In areas where medical needs are insufficiently met, our targeted approaches help overcome drug resistance and improve patient health & quality of life. BioAlliance Pharma's ambition is to become a leading player in these fields by coupling innovation to patient needs.

For more information, visit the BioAlliance Pharma web site at <http://www.bioalliancepharma.com>.

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