



## **BIOALLIANCE PHARMA SIGNS A CO-PROMOTION AGREEMENT WITH LUNDBECK FOR IN-HOSPITAL PRESCRIPTION OF THE ANTIDEPRESSANT SEROPLEX®**

**Paris, July 21, 2009** – BioAlliance Pharma SA (Euronext Paris – BIO), a company dedicated to the treatment and supportive care of cancer and AIDS patients, today announced the signature of a 2009 co-promotion agreement with Lundbeck for the latter's Seroplex® antidepressant.

BioAlliance Pharma will co-promote Seroplex® to its core healthcare partners (notably oncologists, radiotherapists and hematologists) as part of a comprehensive approach to patient management in general and cancer therapy in particular, in line with France's national guidelines for cancer patients.

Dominique Costantini, BioAlliance Pharma's President and CEO, stated "*We are clearly delighted with Lundbeck's choice of BioAlliance Pharma as a co-promotion partner - a choice which validates the quality of our work and that of our hospital-focused sales team. With Loramyc® and now Seroplex® (which also has a role in supportive care), BioAlliance Pharma is optimizing its sales and marketing resources*".

### **About BioAlliance Pharma**

As a preferred partner for hospital-based specialists, BioAlliance Pharma is a company which develops and markets innovative products in France, 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>.

### **Disclaimer**

*This communication expressly or implicitly contains certain forward-looking statements concerning BioAlliance Pharma SA and its business. Such statements involve certain known and unknown risks, uncertainties and other factors, which could cause the actual results, financial condition, performance or achievements of BioAlliance Pharma SA to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. BioAlliance Pharma SA is providing this communication as of this date and does not undertake to update any forward-looking statements contained herein as a result of new information, future events or otherwise.*

*For a discussion of risks and uncertainties which could cause actual results, financial condition, performance or achievements of BioAlliance Pharma SA to differ from those contained in the forward-looking statements, please refer to the Risk Factors ("Facteurs de Risque") section of the 2008 Reference Document filed with the AMF on April 7, 2009, which is available on the AMF website (<http://www.amf-france.org>) or on BioAlliance Pharma S.A.'s website (<http://www.bioalliancepharma.com>).*

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