



BioAlliance Pharma receives European Approval for its second innovative product Setofilm®

Paris, March 23, 2010 – BioAlliance Pharma SA (Euronext Paris – BIO), a company dedicated to the treatment and supportive care of cancer and AIDS patients, today announced approval for Setofilm® in 16 European countries (by decentralized procedure).

Setofilm®, as a thin film strip, is an anti-emetic drug indicated for the prevention and treatment of -chemotherapy, radiotherapy and post operative- induced nausea and vomiting in adults and children. Thanks to its innovative pharmaceutical form, Setofilm® is the first product of its class to have also obtained this indication in post operative nausea and vomiting in children. Indeed, this fast dissolving film disintegrates without water in few seconds in the mouth and is a product of choice in case of risk of aspiration. It is particularly adapted for patients having difficulties to swallow, namely children or elderly.

“Setofilm® is the second product BioAlliance Pharma has registered in Europe. This represents a significant step in building our portfolio and I warmly congratulate our team on this major achievement”, declares Dominique Costantini, President and CEO of BioAlliance Pharma. “Setofilm® represents a major advantage for patients as it meets their needs. In the supportive care area Loramyc® and Setofilm® are very complementary as they both address same frail patients, same prescribers and synergies will be reflected commercially”.

In Europe, anti-emetic drugs represent a large segment of cancer supportive care market with sales of nearly €400 million in the five largest markets (IMS Health data, 2009). Ondansetron is the leading drug of its class with a 74% market share as of end 2009.

BioAlliance Pharma has acquired Setofilm® commercialization rights for Europe in 2008 from Applied Pharma Research SA (APR), Switzerland. This product is based on a proprietary oral film strip technology platform developed by APR and Labtec GmbH.

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 www.bioalliancepharma.com.

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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 SA's website (<http://www.bioalliancepharma.com>).

BioAlliance Pharma SA

Dominique Costantini, President and CEO

Tel.: +33 1 45 58 76 01

dominique.costantini@bioalliancepharma.com

Nicolas Fellmann, CFO

Tel.: +33 1 45 58 71 00

nicolas.fellmann@bioalliancepharma.com

ALIZE RP

Caroline Carmagnol

Tel.: +33 6 64 18 99 59 / caroline@alizerp.com