



***BioAlliance Pharma presents preclinical results for its AMEP™ biotherapy in the treatment of invasive melanoma supporting ongoing phase I clinical trial***

*13th Annual Meeting of the American Society of Gene and Cell Therapy (ASGCT)  
(Washington DC, May 17- 22, 2010)*

**Paris, May 25, 2010** - BioAlliance Pharma SA (Euronext Paris - BIO), a company dedicated to the treatment and supportive care of cancer and AIDS patients, has presented efficacy, safety and biodistribution results on its new biotherapy AMEP™ for advanced and metastatic melanoma at the 13<sup>th</sup> Annual Meeting of the American Society of Gene and Cell Therapy (ASGT) in Washington, DC (May 17 – 22, 2010).

The AMEP™ biotherapy is indicated for metastatic and invasive melanoma, an advanced skin cancer refractory to most treatments. Its original mechanism of action targets specific receptors (integrins) involved in tumor growth and in tumor angiogenesis.

The results presented at the ASGT demonstrated regulatory preclinical efficacy and safety:

- Efficacy studies demonstrated that AMEP™ administration in human melanoma xenograft models induced a higher tumor growth inhibition than with Temozolomide, the standard chemotherapy used in metastatic melanoma treatment ;
- Safety and biodistribution studies showed a good overall tolerance with AMEP™ and a progressive elimination from tissues without accumulation.

Based on these results, AMEP™ phase I clinical trial has been initiated for the treatment of advanced and metastatic melanoma in France, Denmark and Slovenia.

BioAlliance has been granted €6.4 million from OSEO (the French state innovation agency) which finances technological breakthrough projects.

## **About the American Society of Gene & Cell Therapy (ASGCT)**

The ASGCT is a professional non-profit medical and scientific organization dedicated to the understanding, development and application of genetic and cellular therapies and the promotion of professional and public education in the field. ASGCT includes researchers, clinicians, and other professionals from around the world dedicated to discovering and developing new genetic and cellular therapies.

## **About BioAlliance Pharma**

As a preferred partner for hospital-based specialists, BioAlliance Pharma is a company which develops innovative products, especially in the fields of opportunistic infections and chemotherapy complications. In areas where medical needs are insufficiently met, its 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.

BioAlliance Pharma has developed an advanced product portfolio:

Loramyc<sup>®</sup> (Oropharyngeal candidiasis in immunocompromised patients): Registered in 26 European countries and in the United States

Setofilm<sup>®</sup> (Prevention and treatment of -chemotherapy, radiotherapy and post operative- induced nausea and vomiting in adults and children): Registered in 16 European countries

Acyclovir Lauriad<sup>®</sup> (Labialis herpes): Positive phase III final results

Fentanyl Lauriad<sup>®</sup> (Chronic cancer pain): Positive preliminary Phase I results

AMEP<sup>™</sup> (Invasive melanoma): Phase I

Clonidine Lauriad<sup>®</sup> (Mucositis): Phase II

Doxorubicine Transdrug<sup>®</sup> (Liver cancer): Phase II

*For more information, visit the BioAlliance Pharma web site at [www.bioalliancepharma.com](http://www.bioalliancepharma.com)*

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