



**BioAlliance Pharma presents phase III results with Loramyc<sup>®</sup> (miconazole Lauriad<sup>®</sup>)  
and ongoing phase II trial with clonidine Lauriad<sup>®</sup>**

*MASCC/ISOO 2010 International Symposium  
(Vancouver, Canada, June 24-26, 2010)*

**Paris, June 28, 2010** - BioAlliance Pharma SA (Euronext Paris - BIO), a company dedicated to the supportive care and treatment of cancer patients, has presented 2 abstracts on Loramyc<sup>®</sup> and clonidine Lauriad<sup>®</sup> at the MASCC/ISOO 2010 International Symposium (Vancouver, June 24-26, 2010). These two products belong to the supportive care pipeline of BioAlliance Pharma.

The 1<sup>st</sup> abstract: « *Effect of Salivary Flow on Efficacy of Miconazole Buccal Tablet (MBT) for Treatment of oropharyngeal candidiasis (OPC)* » presented the results of the post-hoc analysis of a European phase III trial with Loramyc<sup>®</sup> (miconazole Lauriad<sup>®</sup>), mucoadhesive buccal tablet. Reduced salivary flow resulting from radiotherapy treatment for head and neck cancer markedly affects the efficacy of treatments of OPC. The objective of this post-hoc analysis was to evaluate the efficacy of miconazole Lauriad<sup>®</sup> 50mg once daily or miconazole oral gel 500mg four times daily in these patients with reduced salivary flow. It showed that miconazole Lauriad<sup>®</sup> was an effective topical treatment for OPC in patients with reduced salivary flow with the major convenience of once-daily dosing.

BioAlliance Pharma's commercial partners for Loramyc<sup>®</sup> are Therabel in Europe and Strativa Pharmaceuticals (the proprietary products division of a wholly owned subsidiary of Par Pharmaceutical Companies Inc.) in the United States.

The ongoing phase II trial with clonidine Lauriad<sup>®</sup> was also presented: « *A phase II, multicentre, randomized, double-blind, placebo-controlled study comparing the efficacy and safety of Clonidine Lauriad<sup>®</sup> 50 µg and 100 µg mucoadhesive buccal tablet (MBT) applied once daily in the prevention and treatment of chemoradiotherapy-induced oral mucositis in patients with head and neck cancer* ».

Clonidine Lauriad<sup>®</sup> uses the innovative muco-adhesive technology validated with Loramyc<sup>®</sup> and more recently with acyclovir Lauriad<sup>®</sup>. This new product is dedicated to the prevention and the treatment of radiotherapy and chemotherapy-induced oral mucositis in cancer patients.

## **About MASCC/ISOO**

« Multinational Association of Supportive Care in Cancer » (MASCC) is an international, multidisciplinary organization dedicated to supportive care for patients with cancer. In 1998 MASCC joined forces with the « International Society of Oral Oncology » (ISOO), an organization that addresses the management of complications arising in oral tissues secondary to cancer and its treatments.

## **About BioAlliance Pharma**

Dedicated to cancer and supportive care – cancer related pathologies, chemotherapy and radiotherapy-induced complications and opportunistic infections in immunocompromised patients – BioAlliance conceives and develops innovative products, especially in the hospital setting and for orphan or rare diseases.

Created in 1997 and introduced to the Euronext Paris market in 2005, BioAlliance Pharma's ambition is to become a leading player in these fields by coupling innovation to patient needs. The company's teams have the key competencies required to identify, develop and register drugs in Europe and the USA; the products' commercialization rights are licensed to international commercial partners invested in the hospital setting. In areas where medical needs are insufficiently met, its targeted approaches help overcome drug resistance and improve patient health & quality of life.

BioAlliance Pharma has developed an advanced product portfolio:

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

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

Acyclovir Lauriad® (Labialis herpes): Positive phase III final results

Fentanyl Lauriad® (Chronic cancer pain): Positive preliminary Phase I results

AMEP™ (Invasive melanoma): Phase I

Clonidine Lauriad® (Mucositis): Phase II

Doxorubicine Transdrug® (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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