



Acyclovir Lauriad[®]: European registration file submission planned for mid-2011

Paris, July 1st, 2010 – BioAlliance Pharma SA (Euronext Paris – BIO), a company dedicated to the supportive care and treatment of cancer patients, today announced submission mid-2011 of its acyclovir Lauriad[®] European registration dossier, upon advice of the Health Authorities. Acyclovir Lauriad[®] is BioAlliance Pharma second product using the Lauriad[®] technology and has been developed for the treatment of recurrent herpes labialis in immunocompetent patients. The dossier will be submitted through a European decentralized procedure and will be based on the final positive results of its pivotal phase III clinical trial.

This international multicenter randomized, double-blind, placebo-controlled study compared the efficacy and safety of a single dose of acyclovir Lauriad[®] 50mg Mucoadhesive Buccal Tablet (MBT) versus matching placebo in 1727 randomized and 775 treated patients suffering from recurrent herpes labialis. Positive final results demonstrated the success of this trial. Primary and secondary endpoints have been met with marked efficacy and good tolerance. A single dose of acyclovir Lauriad[®] 50mg MBT significantly reduced the time to healing of primary vesicular lesion ($p=0.017$). Secondary clinical endpoints showed the duration of episode from the prodromal symptoms to healing to be significantly decreased ($p=0.0038$) and the percentage of patients with abortive episodes (episode not progressing to vesicular lesion) to be increased ($p=0.042$). Moreover, the occurrence of vesicular lesions was prevented and the time to recurrence to the next episode of infection was markedly delayed after application of acyclovir Lauriad[®] ($p=0.05$).

“Acyclovir Lauriad[®] has demonstrated its capacity to control a recurrent and very painful infection hampering the quality of life of a large number of patients with one single dose application of 50mg. Acyclovir Lauriad[®] represents an innovation addressing a large potential prescription market for which we are looking for the appropriate partner”, declares Dominique Costantini, CEO of BioAlliance Pharma. “After Loramyc[®] and Setofilm[®], acyclovir Lauriad[®] will contribute to our recurring revenues, in line with our business model”.

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

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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 2009 Reference Document filed with the AMF on June 29, 2010, which is available on the AMF website (<http://www.amf-france.org>) or on BioAlliance Pharma SA's website (<http://www.bioalliancepharma.com>).

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