BioAlliance Pharma announces the launch of Oravig® on the US market by its commercial partner, Strativa/Par Pharmaceutical

Paris, August 24th, 2010 – BioAlliance Pharma SA (Euronext Paris – BIO), a company dedicated to the supportive care and treatment of cancer patients, today announces the launch in the United States of Oravig® (known as Loramyc® in Europe) for the treatment of oropharyngeal candidiasis (OPC) in adults by its commercial partner, Strativa Pharmaceuticals, the proprietary products division of Par Pharmaceutical Companies, Inc. (NYSE:PRX).

With a US FDA approval in April 2010, BioAlliance Pharma is the first small medium-sized innovative French company to have access to the American market, the largest worldwide market.

Oravig® is already available on the US market. The national sales force meeting of Strativa is being held this week in the United States to prepare the promotion of the product to the prescribers.

«The US launch of Oravig® is the ultimate step of a process that confirms our expertise in development and registration of products at the international level. It represents a major achievement that will generate significant revenues for BioAlliance Pharma», declares Dominique Costantini, its CEO. *« We are very confident in Strativa sales team's commitment and know-how to ensure Oravig® success in the US, a product presenting a strong synergy with the product portfolio already commercialized by our US partner»*.

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, in Korea 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

About Strativa Pharmaceuticals
Strativa Pharmaceuticals, the proprietary products division of a wholly owned subsidiary of Par Pharmaceutical Companies, Inc. (NYSE:PRX), excels at finding, enhancing, and bringing to market drugs that make a meaningful difference to patients. *For more information about Strativa, visit www.strativapharma.com.*

About Par Pharmaceutical Companies, Inc.
Par Pharmaceutical Companies, Inc. is a US-based specialty pharmaceutical company. Through its wholly-owned subsidiary's two operating divisions, Par Pharmaceutical and Strativa Pharmaceuticals, it develops, manufactures and markets high barrier-to-entry generic drugs and niche, innovative proprietary pharmaceuticals. *For press release and other company information, visit www.parpharm.com.*

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