BioAlliance Pharma presents the results of an international survey performed with Nielsen in patients suffering from herpes labialis

Paris, February 7, 2011 – BioAlliance Pharma SA (Euronext Paris-BIO), a company dedicated to the supportive care and treatment of cancer patients, has presented the preliminary results of a study in patients suffering from herpes labialis in the United States and Europe. Given that treatment with Sitavir® (acyclovir Lauriad™) has proven efficacy in recurrent herpes labialis, the company considered it was important to better understand the characteristics of these patients affected by this recurrent disease.

Herpes labialis affects 50 million people in the US and 45 million in Europe each year. The study results included 2007 patients (1002 in the United States and 1005 in Europe-France) and are representative of epidemiological data on herpes labialis in terms of patient age, gender ratio and recurrence. In the United States, 74% of the patients were under the age of 49 (84% in France) and 59% were female (58% in France). Thirty-five percent of the study population presented 4 episodes and more a year (35% in France), with an annual average of 6 episodes.

Forty-six per cent of the US patients suffering from 4 episodes and more a year and with a medical prescription for herpes are welcoming a treatment that would treat herpes labialis and delay the occurrence of the following episode (38% in France).

Among the US patients with a medical prescription for herpes, 35% percent spontaneously stopped working on their own due to discomfort and significant inconvenience (17% in France) and among them, 66% had a sick leave prescription by a physician (59% in France).

Of the 1002 US patients, 44% had experienced an episode of herpes labialis in the 4 weeks preceding the study (47% in France). Use of a validated questionnaire revealed a significant alteration in quality of life of patients suffering from 4 episodes and more a year, relative to those suffering from fewer than 3 episodes a year (pain, physical disability and limited activities).

"These epidemiological results are very important for Sitavir® (acyclovir Lauriad™), indicated for recurrent herpes labialis and for which we intend to file marketing authorization in Europe and the US in Q3/Q4 2011. When recurrent, this local infection has an impact on quality of life. Patients with recurrent herpes labialis clearly have unmet medical needs", commented BioAlliance Pharma CEO, Dominique Costantini. *"This study also tells us more about patients' treatment habits. It will yield valuable health economic data for the US and Europe and should also generate publications"*.

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®/Oravig® (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
Sitavir™ (Acyclovir Lauriad™) (labialis herpes): Positive phase III final results; registration status
Fentanyl Lauriad™ (chronic cancer pain): Positive preliminary Phase I results
AMEP® (invasive melanoma): Phase I
Clonidine Lauriad™ (mucositis): Phase II
Doxorubicin Transdrug® (liver cancer): Phase II
For more information, visit the BioAlliance Pharma web site at www.bioalliancepharma.com

About The Nielsen Company
The survey was performed with an appropriate methodology and a validated questionnaire by the Nielsen Company, the global information and measurement company with leading market positions in marketing and consumer information.

The Nielsen Company is an international company specialized in the medical and pharmaceutical areas and its Consumer Research department is expert in ad hoc consumer studies, especially in Online Multi-Countries studies. More generally, the Nielsen is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on The Nielsen Company, visit www.nielsen.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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