Consolidated turnover for 2010
Exceptional performance linked to international licensing agreements

Paris, February 10, 2011 – BioAlliance Pharma SA (Euronext Paris-BIO), a company dedicated to the supportive care and treatment of cancer patients, today announced a consolidated turnover for 2010 of €22.5 million - up from €7.5 million in 2009.

This exceptional performance was due to the sales and licensing agreements implemented for Loramyc® (Oravig® in the United States). In April 2010, Par/Strativa (in charge of Oravig® sales in the USA) paid BioAlliance Pharma a $20 million (€15 million) milestone payment (accounted for as turnover) following the approval of product marketing authorization. This marked the successful completion of a complex process now mastered by BioAlliance Pharma - one of the few innovative French healthcare SMEs to have registered a product in the USA. BioAlliance Pharma also obtained €4.5 million (fully recognized as revenue) upon signature of the licensing agreement with Therabel, its European partner (Therabel also made a share capital contribution of €3 million). Since 2007, BioAlliance Pharma has signed several international licensing agreements for Loramyc®/Oravig®, worth a total of €120 million (of which around €48 million have already been received by the company).

"With these exceptional milestone payments (non-recurring items by definition), our first product is clearly demonstrating its potential and its ability to generate a rapid return on investment", commented BioAlliance Pharma CEO Dominique Costantini. "*With the September 2010 launch of Oravig® in the USA and Loramyc®'s ongoing revenue generation in Europe, we are already receiving royalties on our partners' sales and are keeping a close eye on sales growth. We are confident in the future because Loramyc®/Oravig® perfectly addresses the needs of both patients and prescribers in a serious pathology related to cancer treatments".*

The turnover for 2010 also includes the sale of products to Therabel and Par/Strativa and royalties on partners' sales (totaling €1.6 million) as well as direct sales invoiced by BioAlliance Pharma in France and in some European countries prior to the transfer of operations to Therabel (€0.5 million).

The company's consolidated cash and cash equivalents stood at €20.9 million as of December 31, 2010. In 2011, BioAlliance Pharma expects to earn a total of €4 million under the terms of its contract with Therabel and will also receive early reimbursement of its 2010 research tax credit.

On the basis of the model that has proved to be so successful for Loramyc®, BioAlliance Pharma is actively preparing the registration of its second product, Sitavir® (acyclovir Lauriad™), which is also based on the company's patented Lauriad™ muco-adhesive

technology). BioAlliance plans to file for marketing approval in the second half of 2011 in Europe and the USA.

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

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BioAlliance Pharma SA
Dominique Costantini, CEO
Tel.: +33 1 45 58 76 01
dominique.costantini@bioalliancepharma.com
Nicolas Fellmann, CFO
Tel.: +33 1 45 58 71 00
nicolas.fellmann@bioalliancepharma.com

ALIZE RP
Caroline Carmagnol
Tel.: +33 6 64 18 99 59
caroline@alizerp.com
Laurence Delval
Tel.: + 33 1 42 68 86 42
laurence@alizerp.com