



## ***BioAlliance Pharma appoints Judith Greciet***

### ***Deputy Chief Operating Officer***

*Experienced pharma industry executive,*

*Judith Greciet brings robust performance record to an Innovation Company*

**Paris, March 2, 2011** - BioAlliance Pharma SA (Euronext Paris-BIO), a company dedicated to the supportive care and treatment of cancer patients, today announced that it has strengthened its management team with the appointment of Judith Greciet as Deputy Chief Operating Officer, in charge of Operations and R&D.

Judith Greciet joins from Eisai France, a company she managed as President for 3 years. Eisai France, with a €120 million turnover, is focused on high value products in the Alzheimer's disease, a field in which it is one of the world leaders.

Judith Greciet has an exemplary career in the pharmaceutical industry and international groups. Aged 41, she holds a doctorate of pharmacy in addition to being a graduate of 3<sup>rd</sup> cycle management and pharmaceutical marketing.

Judith Greciet joined Eisai France in June 2007 after successful achievements at Wyeth Pharmaceuticals France (today Pfizer), LFB Group ("Laboratoire Français du fractionnement et des Biotechnologies", a French bio-pharmaceutical company), Zeneca and Pharmacia, where she held increasing operational and strategic positions involving a managerial scope. She particularly focused on optimizing links with all health actors (researchers, academic practitioners, medical doctors, patient associations, health authorities...). She exercised her talents in the oncology and immunology areas with innovative products such as Enbrel (in rheumatology). She has served successively as Head of the Oncology Department and of the Hospital Department where she was notably in charge of hospital antibiotherapy projects.

Dominique Costantini, co-founder and Chief Executive Officer of BioAlliance Pharma explains: *"As Deputy Chief Operating Officer, Judith Greciet represents the entry of a new generation in the drug industry. She will focus on BioAlliance's operations and coordinate the development activities of the Company. Thanks to her expertise, she will also contribute to implement new partnerships and to define the Company's strategic orientations. Judith will as well collaborate to the relationships with the financial community. We are delighted to welcome her and are looking forward to this next phase of the development of BioAlliance Pharma"*.

### **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](http://www.bioalliancepharma.com)*

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