



***BioAlliance Pharma expands its Loramyc[®] franchise in Japan
with Sosei in a deal valued up to 18.5M\$***

Paris, May 11, 2011 – BioAlliance Pharma SA (Euronext Paris –BIO), a company dedicated to specialty and orphan pharma products in oncology and supportive care, today announced that it has entered into an exclusive licensing agreement with Sosei Co. Ltd. (a wholly owned subsidiary of Sosei Group Corporation – TSE Mothers Index: 4565) for commercialization rights in Japan for Loramyc[®] (miconazole Lauriad[™]) muco-adhesive buccal tablet.

BioAlliance Pharma will receive from Sosei up to \$18.5 million of which \$3 million up-front payment will be received at the time of signing the agreement. Remaining payments are linked to the marketing authorization of Loramyc[®] in Japan and sales milestones. Significant royalties on sales commensurate with the product stage are included in the deal.

“Sosei, with a track record of successful development and registration of pharmaceutical products in Japan, is an ideal partner for BioAlliance and for the commercialization of Loramyc[®] on the Japanese market. We are delighted to be able to cooperate with Sosei and shall continue our efforts to make BioAlliance products portfolio available worldwide in due course through strategic partnerships like Sosei”, said Dominique Costantini, CEO of BioAlliance Pharma.

Shinichi Tamura, CEO of Sosei Group Corporation, commented: *“We are very pleased to be teaming up with BioAlliance Pharma on this innovative product. Loramyc[®] has the potential to become the first treatment in tablet form for oropharyngeal candidiasis in Japan, to provide an important addition to available treatments, and to enhance patients’ compliance and improve their quality of life”.*

About BioAlliance Pharma

Dedicated to cancer and supportive care treatment with a focus on resistance targeting and orphan products — BioAlliance conceives and develops innovative products, for specialty markets 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:

Specialty products

Loramyc[®]/Oravig[®] (oropharyngeal candidiasis in immunocompromised patients): Registered in 28 countries (EU US, Korea)

Setofilm[®] (prevention and treatment of nausea and vomiting post chemo-radiotherapy and post operative) - Registered in EU

Sitavir[®] Acyclovir Lauriad[™] (labialis herpes): Positive phase III final results; registration status

Fentanyl Lauriad[™] (chronic cancer pain): Positive preliminary Phase I results

Orphan Oncology products

Livatag[®] (Doxorubicin Transdrug[™]) in primary liver cancer: Phase II results on survival

Clonidine Lauriad[™] (mucositis): Phase II on going

AMEP[®] (invasive melanoma): Phase I on going

For more information, visit the BioAlliance Pharma web site at www.bioalliancepharma.com

About Sosei

Sosei is an international biopharmaceutical company anchored in Japan with a global reach. It practises a reduced risk business model by acquiring compounds from, and bringing compounds into, Japan through exploitation of its unique position within global markets.

For further information about Sosei, please visit www.sosei.com.

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This communication expressly or implicitly contains certain forward-looking statements concerning BioAlliance Pharma SA and its business. Such statements involve certain known and unknown risks, uncertainties and other factors, which could cause the actual results, financial condition, performance or achievements of BioAlliance Pharma SA to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. BioAlliance Pharma SA is providing this communication as of this date and does not undertake to update any forward-looking statements contained herein as a result of new information, future events or otherwise.

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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