A major step forward in the development of Sitavir®:
European registration file submission
for the treatment of recurrent orofacial herpes

Paris, October 5, 2011 - BioAlliance Pharma SA (Euronext Paris - BIO), a company dedicated to specialty and orphan oncology products, today announced submission of its Sitavir® (acyclovir Lauriad™) European registration dossier through a European decentralized procedure*.

BioAlliance Pharma has conceived and developed Sitavir® for the treatment of recurrent orofacial herpes in immunocompetent patients presenting more than 4 episodes a year. Sitavir® is an innovative mucoadhesive buccal tablet delivering very high concentrations of the active ingredient in mucosa and lips, sites of the herpes infection. Sitavir® combines an established efficacy and a good tolerance profile.

« The submission of Sitavir® registration dossier represents a highly significant step for the Company, who once more demonstrates its dynamism in the development of innovative drugs thanks to its teams' know-how and expertise", comments Judith Greciet, CEO of BioAlliance Pharma. *"Sitavir®'s unique efficacy profile and tolerance are strong competitive assets in a disease where the medical need remains insufficiently met. With an overall sales potential estimated between €150 and €200 millions, Sitavir® is becoming a valuable asset to future strategic partnerships".*

The European registration dossier is based on the results of the pivotal phase III clinical trial conducted in 775 patients, as will also be the US registration dossier that should be submitted to the Food and Drug Administration (FDA) in the coming months. In this trial, one single application of Sitavir® 50mg significantly reduced the occurrence of vesicular lesions (p=0.043), the duration of the herpes episode (p=0.0038) and the severity of symptoms (p=0.008). Moreover, a 9-month follow-up showed that Sitavir® had an effect on the long term, delaying the time to occurrence of the following herpes episode (p=0.04). These remarkable results, both on the episode itself and its possible long term recurrence, represent a major progress in the treatment of orofacial herpes as well as a beneficial socioeconomic value.

Orofacial herpes affects nearly 100 million people worldwide each year. According to a survey performed by the Nielsen Company in 2000 patients, more than one third of them suffered from recurrent herpes (4 episodes and more a year) with an annual average of 6.3 episodes. The disease had a very substantial impact on these patients with 35% among those who were looking for medical advice were already on sick leave due to the herpes inconvenience (pain, physical disability, tiredness,…). In addition, the number of recurrences impacted patients' quality of life, leading 21% of them to get maintenance therapy to reduce recurrences.

** Austria, Denmark, Finland, France, Germany, Italy, Norway, Poland, Spain, Sweden, United-Kingdom (Sweden as Reference Member State).*

About The Nielsen Company
The survey was performed by the Nielsen Company for BioAlliance Pharma, in 2000 French and American patients, with an appropriate methodology and a validated questionnaire

The Nielsen Company 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

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)
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: Authorization for Phase III clinical trial
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

Disclaimer
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 2010 Reference Document filed with the AMF on April 7, 2011, which is available on the AMF website (http://www.amf-france.org) or on BioAlliance Pharma SA's website (http://www.bioalliancepharma.com).

BioAlliance Pharma SA
Judith Greciet, CEO
Tel +33 1 45 58 76 00
judith.greciet@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