



BioAlliance Pharma announces the launch of Oravig[®] in the United States by its new partner, Vestiq Pharmaceuticals

Paris, January 7, 2013 - BioAlliance Pharma SA (Euronext Paris - BIO), an innovative Company dedicated to the development of orphan oncology products and to supportive care products, announces the launch of Oravig[®] (known as Loramyc[®] in Europe) in the United States by its commercial partner, Vestiq Pharmaceuticals.

Just three months after the signature of the license agreement between the two Companies, commercial teams have begun the active promotion of Oravig[®] to US prescribers and wholesalers.

Based in North Carolina, Vestiq is a company dedicated to the commercialization of innovative, effective and safe therapeutic products designed to meet needs of patients requiring specific care. Following the recent acquisition of Praelia Pharmaceuticals by Vestiq Pharmaceuticals, Oravig[®] commercial operations will be driven directly by Praelia, the operational subsidiary. Vestiq has developed a specialized portfolio of therapeutic innovations dedicated to cancer supportive care, among which Oravig[®], indicated for the treatment of oropharyngeal candidiasis, holds a strategic position.

“Thanks to its know-how, Vestiq’s team has created and implemented an ambitious promotion plan to commercialize Oravig[®] in early 2013”, said Judith Greciet, CEO of BioAlliance Pharma. “The professionalism and the efficiency of our partner’s commercial teams are solid assets to ensure the success of Oravig[®] in the US. For BioAlliance, the commercialization of Oravig[®] is a key factor that should contribute to its future sales growth”.

Martin Baum, Chairman and CEO of Vestiq Pharmaceuticals, stated: *“We are very excited to be launching Oravig[®] into the US market as part of our dedicated supportive care portfolio. Oravig[®] and its associated technology provide ease of use and treatment compliance for the patient who has difficulty in swallowing. The launching of Oravig[®] additionally cements our focus in becoming the leader in supportive care products and technologies”.*

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.

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[®]/Sitavig[®] (Acyclovir Lauriad[™]) (labialis herpes): Registered in 8 European countries, registration status in the US

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

Orphan Oncology products

Livatag[®] (Doxorubicin Transdrug[™]) (primary liver cancer): Phase III on going

Validive[®] (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 2011 Reference Document filed with the AMF on April 24, 2012, 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
nicolas.fellmann@bioalliancepharma.com

ALIZE RP

Caroline Carmagnol
Tel.: +33 6 64 18 99 59
caroline@alizerp.com

Christian Berg
Tel: +33 1 42 68 86 41
christian@alizerp.com