

***BioAlliance Pharma launches its new website
www.bioalliancepharma.com***

Paris, October 22, 2013 - BioAlliance Pharma SA (Euronext Paris - BIO), an innovative company dedicated to the development of orphan oncology products and to supportive care products, today launches its new website www.bioalliancepharma.com.

BioAlliance Pharma offers a new public website for optimized access to the Company's information, product portfolio and activities. The interactive platform, thanks to a renewed and dynamic design, allows for easy and efficient navigation through the site's various sections.

"The website is an essential tool to showcase the Company. We wished to revisit it with a view to better reflect the strong Company dynamics while facilitating access to key information for all our contacts, especially our shareholders and the public at large, with an attractive and user-friendly design", comments Judith Greciet, CEO of BioAlliance Pharma.

The visual identity concept was developed by Limbus Studio, under the leadership of Stefanos Athanassopoulos, Artistic Director.

About BioAlliance Pharma

Dedicated to cancer and supportive care treatment with a focus on resistance targeting and orphan products, BioAlliance Pharma 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 26 countries (EU, US, Korea), commercialized in Europe and in the US.

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

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

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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 2012 Reference Document filed with the AMF on April 18, 2013, which is available on the AMF website (<http://www.amf-france.org>) or on BioAlliance Pharma SA's website ().

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