The structure of BioAlliance Pharma's turnover for Q3 2010 reflects the dynamism of the company's American and European collaborations

Paris, October 21, 2010 – BioAlliance Pharma SA (Euronext Paris – BIO), a company dedicated to the supportive care and treatment of cancer patients, today announced a consolidated turnover of €0.9 million for the third quarter of 2010.

This recurrent turnover mainly corresponds to revenues received for Loramyc®/Oravig® sales by the company's international licensing partners. In line with the announcements made in late August, Oravig® was launched in the United States in early September by Par/Strativa. The quarter's turnover reflects initial stocking by wholesalers, in readiness for the product's first few months on the market and according to the strength of initial sales. Since April 2010, the product has been sold in France by the Therabel group, which is also progressing pricing and reimbursement negotiations in other European countries with a view to new market launches in 2011. Turnover for Q3 2009 totalled €1.6 million and comprised €0.5 million from direct sales in France and €1 million non recurrent from sales & licensing agreements.

"*This quarterly turnover reflects the now recurrent revenues from BioAlliance Pharma's international sales & licensing agreements",* commented CEO Dominique Costantini. "*Loramyc®/Oravig® constitutes our first success, as the first innovative product developed and registered by the company and already marketed. BioAlliance Pharma is now preparing to register Sitavir® (acyclovir Lauriad®), the second product based on our expertise in mucosal drug delivery and a source of revenue in the future".*

At the end of September 2010, the company held €24.6 million in cash and cash equivalents, and is now expecting a non conditional payment of over €5 million from its current partnerships and the OSEO contribution in the CAP Program (invasive cancers) in 2010-2011. "*Our cash reserves rose significantly thanks to milestone payments received from our partners Therabel and Par/Strativa"*, added CFO Nicolas Fellman. *"This enables us to fund our ongoing clinical programs on novel, targeted treatments for serious cancers and cancer-related conditions"*, he added.

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
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

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 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).

BioAlliance Pharma SA
Dominique Costantini, CEO
Tel.: +33 1 45 58 76 01
dominique.costantini@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