



## ***New agreement signed for the distribution of Loramyc® in Iran with Shafayab Gostar***

**Paris, October 18, 2012** - BioAlliance Pharma SA (Euronext Paris - BIO), an innovative Company dedicated to the development of orphan oncology products and to supportive care products, announces the signature of an agreement\* with the Company Shafayab Gostar to distribute Loramyc® in Iran (miconazole Lauriad™ mucoadhesive buccal tablet for the treatment of oropharyngeal candidiasis in immunocompromised patients).

Under this agreement, Shafayab Gostar is granted the right to import, promote and market Loramyc® in the Iranian territory once the registration procedures with the local authorities are completed. BioAlliance Pharma will remain the Marketing Authorization Holder of the product.

*“This agreement marks the expansion of Loramyc®’s commercialization worldwide, and especially to emergent markets. We are delighted to collaborate with the Company Shafayab Gostar, a key player in the Iranian distribution market”,* declares Judith Greciet, CEO of BioAlliance Pharma.

*“With Loramyc® we are adding an innovative product to our portfolio that meets a medical need in a market where some 180,000 new cancer cases are diagnosed every year. Loramyc® provides a new therapeutic solution to patients suffering from oropharyngeal candidiasis, improves their care, particularly for patients at risk, and their quality of life”,* comments A. Sobhanian, CEO of Shafayab Gostar.

\* This agreement was concluded through the Company Cytis AG.

### **About Shafayab Gostar**

Shafayab Gostar was established in 2001 and it represents Novartis, Bayer Schering, Boehringer Ingelheim, Eli Lilly, Hospira, Novo Nordisk, Nutricia, Actavis, OctaPharma, IBSA, Desitin and Convatec in Iran.

### **About Cytis AG**

Cytis AG is specialized in the commercialization and the promotion of drugs, medical devices and diagnostic products, especially in the Middle East.

## **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<sup>®</sup>/Oravig<sup>®</sup> (oropharyngeal candidiasis in immunocompromised patients): Registered in 28 countries (EU, US, Korea)

Sitavir<sup>®</sup>/Sitavig<sup>®</sup> (Acyclovir Lauriad<sup>™</sup>) (labialis herpes): Positive phase III final results; registration status

Fentanyl Lauriad<sup>™</sup> (chronic cancer pain): Positive preliminary Phase I results

### **Orphan Oncology products**

Livatag<sup>®</sup> (Doxorubicin Transdrug<sup>™</sup>) (primary liver cancer): Phase III on going

Validive<sup>®</sup> (Clonidine Lauriad<sup>™</sup>) (mucositis): Phase II on going

AMEP<sup>®</sup> (invasive melanoma): Phase I on going

For more information, visit the BioAlliance Pharma web site at [www.bioalliancepharma.com](http://www.bioalliancepharma.com)

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