



## **SpePharm sets up European Joint Venture with BioAlliance Pharma to sell Loramyc®**

### **SpePharm will market Loramyc® in Europe for the treatment of oropharyngeal candidiasis (OPC)**

**Amsterdam, The Netherlands and Paris, France, March 7, 2007** - SpePharm Holding, BV, the specialty pharmaceutical company dedicated to the sales and marketing of innovative hospital and specialists products throughout Europe, today announced that it will join forces with BioAlliance Pharma, SA (Euronext Paris: BIO; a specialty pharmaceutical company focused on the development and marketing of innovative therapeutics targeting drug resistance in cancer, HIV, and opportunistic infections), in a 50/50 marketing Joint Venture.

The Joint Venture will be based in the Netherlands and is being formed to commercialise Loramyc®. Loramyc® was developed by BioAlliance Pharma and was approved for the treatment oropharyngeal candidiasis in immunocompromised patients in France, in October 2006. This Marketing Authorization is the first step of the mutual recognition procedure in the other EU countries. The territory covered by the Joint Venture includes the entire European Union (except France), plus Switzerland and Norway. Loramyc® represents the second product to which SpePharm has acquired specific European marketing rights.

“Selling Loramyc® together with BioAlliance is a perfect fit as SpePharm seeks to market products throughout Europe and to create specific relationships with hospital specialists, mainly in the oncology field,” said Jean-François Labbé. “We are very excited about this major project and working closely with Dominique Costantini and Gilles Avenard’s team at BioAlliance.”

“This 50/50 Joint Venture structure illustrates BioAlliance’s transition from an R&D company to a fully-fledged “specialty Pharma” with a marketing and sales organization in Europe,” said Dominique Costantini, President and CEO at BioAlliance. “Not only do we want to accelerate sales in Europe by having appropriate market coverage and achieve substantial revenues, but also share the marketing investments that are a key factor in the successful launch of Loramyc®.”

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**About SpePharm Holding, B.V.:**

SpePharm Holding, B.V. is a Dutch company with its registered office in Amsterdam. SpePharm is an emerging pan-European specialty pharmaceutical company focused on the hospital and specialty markets, particularly in oncology, haematology, critical and supportive care and endocrinology. SpePharm was founded in September 2006 by Jean-François Labbé together with leading life science investment firms TVM Capital and Signet Healthcare Partners (part of the Sanders Morris Harris Group). Jean-François Labbé is a former top executive at Hoechst Marion Roussel and Parke Davis with over 30 years of experience in international pharmaceutical management.

For more information about SpePharm, please visit the web site at [www.spepharm.com](http://www.spepharm.com)

**About BioAlliance Pharma, SA**

BioAlliance Pharma, SA (Euronext Paris: BIO) is an emerging specialty pharmaceutical company focused on the development of innovative therapeutics targeting drug resistance in cancer, HIV, and severe and opportunistic infections. For further information visit: [www.bioalliancepharma.com](http://www.bioalliancepharma.com)

**About Loramyc®**

The Loramyc® (miconazole Lauriad®) 50 mg mucoadhesive buccal tablet has completed two Phase III clinical trials in Europe for treatment of oropharyngeal candidiasis (OPC) in cancer and HIV patients. In October 2006, BioAlliance Pharma obtained a Marketing Authorization for the product in France. A pivotal Phase III trial of Loramyc® is ongoing in the US for the same indication.