



APR Applied Pharma Research s.a. ("APR") announces participation to the Biotech Showcase 2011 Annual Conference in San Francisco scheduled for January 10-12, 2011

Balerna, Switzerland, December 15th, 2010, APR today announced that Mr. Paolo Galfetti, Chief Executive Officer, will present at the Annual Biotech Showcase 2011 Healthcare Conference on January 11th, 2011, at 3:00 PM, (room Mission II) at the Parc 55 Wyndham San Francisco, Union Square in San Francisco.

Mr. Galfetti will provide an overview of APR capabilities, pipeline and corporate strategy. Being cash positive and profitable, APR is well positioned to sustain the significant growth planned for the next 5 years based on the launch of new products in major markets such as the USA and the EU as well as the advancement in the development of several innovative projects. APR is currently contemplating either non dilutive or dilutive financing options in order to accelerate its growth path.

About APR

APR is an independent, international and integrated Healthcare Company headquartered in Switzerland with a subsidiary in Charlotte (NC, USA) and focused on three major areas: Delivering, Funding and Supporting Innovation in Healthcare. In particular, APR develops and licenses innovative, value added and patented healthcare products and proprietary drug delivery systems primarily in the oral and topical fields; APR also invests in companies or early stage innovative projects and provides a balanced mix of equity funding and/or financing together with APR's development, scientific, technical, marketing, licensing and management skills and know how; finally, APR supports biotech and pharmaceutical companies in the development of new pharmaceutical projects by providing on a contract basis added value, consultancy and R&D services under contract using a General Contractor's approach. APR has entered into licensing agreements with pharmaceutical companies in over 100 countries worldwide with international sales on a worldwide basis.

For more information about APR, please visit the new web site at: www.apr.ch

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