

PRESS RELEASE

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Research: www.ObjectiveCapital.co.uk
Corporate: www.ObjectiveCapital.com

Alliance Pharma Engages Objective Capital

Objective Capital are pleased to announce that they have been engaged by Alliance Pharma (AIM: APH.L) to ensure that their current and potential investors always have access to objective corporate research. Objective will provide regular, high quality and objective research reports and distribute them widely to private and professional investors around the world.

Maddy Scott, Finance Director of Alliance Pharma comments: "Investor relations are a top priority for us, particularly as we are keen to widen our shareholding base. We believe that our current and future investors need clear, precise, impartial and, above all regular information, and by engaging Objective Capital we are showing our further commitment to provide it."

Objective Capital's founder and MD, Gabriel Didham, says "We are delighted to be retained by Alliance Pharma. With AIM's success in attracting increasing membership, it is vital that companies ensure that the investment community is kept well informed. Even more so to have an objective voice in the market, commenting on a regular basis."

Notes for editors:

About Alliance Pharma:

Alliance Pharma, founded in 1996, is a speciality pharmaceutical company with a strong track record of acquiring the rights to established niche brands and owns, or shares, the rights to 30 branded pharmaceutical products and continues to explore opportunities to expand the range. Their products are prescribed in the treatment of a wide range of conditions and include brands used in periodontitis, the prevention of heart disease, in Parkinson's disease, in nutrition, in nasal infections, in the treatment of dermatological conditions and in childbirth.

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About Objective Capital:

Objective Capital is an independent provider of objective, institutional quality corporate research. It is written on behalf of our readers, and widely disseminated, free, to both private and professional investors, internationally.

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For examples of Objective Capital's research visit www.ObjectiveCapital.com