

**ALLIANCE PHARMACEUTICAL CORP. APPOINTS JACK DEFRANCO  
TO PRESIDENT AND CHIEF OPERATING OFFICER**

San Diego, CA; October 13, 2005 – Alliance Pharmaceutical Corp. (ALLP.OB) announces the appointment of Jack DeFranco to President and Chief Operating Officer.

"I am pleased to announce the appointment of Jack DeFranco to President and COO. Mr. DeFranco was with Alliance for 10 years prior to moving to IMCOR as part of its acquisition of the Alliance imaging assets. He brings with him a solid background and knowledge of *Oxgent*<sup>™</sup> perfluorochemical emulsion, the oxygen therapeutic market and the personnel within the Company," said Duane Roth, Alliance Chairman and CEO.

Mr. DeFranco was Vice President of Business Development and Marketing with Alliance for 10 years prior to serving as Senior Vice President and COO of IMCOR Pharmaceutical Co. He has held various management positions in business development, marketing and sales with Smith & Nephew and Johnson and Johnson. In his career he has launched over 20 medical products, many of which related to blood transfusion safety. He has also been instrumental in negotiating over \$100M in corporate partnerships. Mr. DeFranco holds a BS in Biology from Stephen F. Austin University and an MBA and a Masters in Finance from Fairleigh Dickenson University.

**About Alliance Pharmaceutical Corp**

Alliance Pharmaceutical Corp., founded in 1989, is a development-stage pharmaceutical company that is currently focused on developing its lead product, *Oxygent*. Alliance is currently the only company that has advanced a synthetic perfluorochemical (PFC) emulsion-based oxygen therapeutic into late-stage multi-center international clinical trials in both Europe and North America. Alliance is developing *Oxygent* as an intravascular oxygen therapeutic, based on its proprietary PFC and surfactant technologies.

Except for historical information, the matters set forth in this release are forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ materially from those set forth herein, including the uncertainties associated with the conduct of preclinical or clinical studies. Alliance refers you to cautionary information contained in documents Alliance files with the Securities and Exchange Commission from time to time, including the last Form 10-KSB and Form 10-QSB, and those risk factors set forth in the most recent registration statement on Form SB-2 (File No. 333-119428). Alliance is under no obligation (and expressly disclaims any obligation) to update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.

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