



FOR IMMEDIATE RELEASE

A.P. PHARMA TO PRESENT AT ONEMEDFORUM 2012 FINANCIAL CONFERENCE

Fifth Annual OneMedForum San Francisco Conference to Feature Emerging
Healthcare and Life Science Companies

REDWOOD CITY, CA – January 6, 2012 – A.P. Pharma, Inc. (OTCBB: APPA.OB), a specialty pharmaceutical company, today announced that the Company will present at the OneMedForum San Francisco 2012 Finance Conference on January 11, 2012 at 10:45 a.m. PST. The conference will be held at the Sir Francis Drake Hotel in San Francisco. A.P. Pharma management will provide an overview of recent corporate progress.

About A.P. Pharma

A.P. Pharma is a specialty pharmaceutical company developing products using its proprietary Biochronomer™ polymer-based drug delivery technology. The Company's primary focus is on its lead product, APF530, for the prevention of chemotherapy-induced nausea and vomiting (CINV). A.P. Pharma received a Complete Response Letter on the APF530 New Drug Application (NDA) and is targeting the resubmission of the NDA for the first half of 2012. The Company has additional clinical and preclinical stage programs in the area of pain management, all of which utilize its bioerodible, injectable and implantable delivery systems. For further information, please visit the Company's web site at www.appharma.com.

Forward-looking Statements

This news release contains "forward-looking statements" as defined by the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve risks and uncertainties, including uncertainties associated with capital resources and liquidity, timely development and regulatory approval of product candidates, satisfactory completion of clinical studies, progress in research and development programs, launch and acceptance of new products and other risks and uncertainties identified in the Company's filings with the Securities and Exchange Commission. We caution investors that forward-looking statements reflect our analysis only on their stated date. We do not intend to update them except as required by law.

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