



A.P. Pharma to Hold Clinical and Business Update Conference Call September 21; Company to Discuss Development Plans for APF112 and APF530

September 17, 2004

REDWOOD CITY, Calif., Sep 17, 2004 (BUSINESS WIRE) -- A.P. Pharma, Inc. (Nasdaq:APPA), a specialty pharmaceutical company, will hold an investment-community conference call beginning at 11:00 a.m. Eastern Time (8:00 a.m. Pacific Time) on Tuesday, September 21, 2004.

Paul Goddard, chairman, and Michael O'Connell, president and chief executive officer, will host the call to provide an update and elaborate on the company's action plan announced on August 12, 2004. This will include:

- Further review of data from recently announced Phase 2 study for APF112.
- Review of the company's plan for future development of APF112.
- Update on clinical program for APF530.
- Cash conservation goals.
- Further strategic considerations.

To participate in the live call by telephone, please dial 888-803-8275 from the U.S., and for international callers, please dial 706-634-1287. A telephone replay will be available for 48 hours by dialing 800-642-1687 from the U.S., or 706-645-9291 for international callers, and entering reservation number 178692.

Individuals interested in listening to the conference call via the Internet may do so by visiting www.appharma.com. A replay will be available on the Company's Web site for 30 days.

About A.P. Pharma

A.P. Pharma is a specialty pharmaceutical company focused on the development of ethical (prescription) pharmaceuticals utilizing its proprietary polymer-based drug delivery systems. The Company's primary focus is the development and commercialization of its bioerodible injectable and implantable systems under the trade name Biochronomer. Initial target areas of application for the Company's drug delivery technology include pain management, anti-nausea, inflammation and ophthalmology applications. The Company's product development programs are funded by the sale of common stock in June 2004, royalties from topical products currently marketed by pharmaceutical partners, proceeds from the divestitures of its cosmeceutical and analytical standards product lines and by fees it receives from collaborative partners. For further information visit the Company's Web site at www.appharma.com.

SOURCE: A.P. Pharma, Inc.

Company Contact: A.P. Pharma, Inc.
Gordon Sangster, 650-366-2626 or
Investor Relations Contacts: Lippert/Heilshorn & Associates
Zachary Bryant (zbryant@lhai.com)
Jody Cain (jcain@lhai.com)
Bruce Voss (bvoss@lhai.com)
310-691-7100