



A.P. Pharma to Hold Conference Call at 12 Noon Eastern Time Today to Discuss APF112 and APF530 Preliminary Trial Results, Second Quarter Financials

August 12, 2004

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Aug. 12, 2004--A.P. Pharma, Inc. (Nasdaq:APPA), a specialty pharmaceutical company, will hold a conference call today beginning at 12:00 noon Eastern Time/9:00 a.m. Pacific Time today to discuss preliminary clinical data results from studies using APF112 and APF530, 2004 second quarter financial results and to answer questions. This conference call replaces the one previously scheduled for Monday, August 16, 2004.

Paul Goddard, chairman, Michael O'Connell, president and chief executive officer, John Barr, vice president, research and development and Gordon Sangster, chief financial officer, will be hosting today's call.

To participate in the live call by telephone, please dial 888-803-8275 from the U.S., or 706-634-1287 from outside the U.S. A telephone replay will be available for 48 hours by dialing 800-642-1687 from the U.S., or 706-645-9291 from outside the U.S., and entering reservation number 9289034.

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, oncology and ophthalmology applications. The Company's product development programs are funded by the sale of common stock, 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.

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