



## **A.P. Pharma to Hold 2003 Fourth Quarter and Full-Year Financial Results Conference Call March 12**

March 4, 2004

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 4, 2004--A.P. Pharma, Inc. (Nasdaq:APPA), a specialty pharmaceutical company, will release its 2003 fourth quarter and year-end financial results prior to market open on Friday, March 12, 2004.

Paul Goddard, chairman, Michael O'Connell, president and chief executive officer, and Gordon Sangster, chief financial officer, will be hosting an investment-community conference call beginning at 11:00 a.m. Eastern Time (8:00 a.m. Pacific Time) on Friday, March 12, 2004, to discuss the results and to answer questions. Joining management on this conference call will be Dan J. Kopacz, M.D., of Virginia Mason Medical Center, to discuss progress with the APF112 Phase II trial.

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 5937837.

Individuals interested in listening to the conference call via the Internet may do so by visiting [www.appharma.com](http://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(TM). 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 royalties from topical products currently marketed by pharmaceutical partners, by 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](http://www.appharma.com).

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