



A.P. Pharma to Hold 2005 Second Quarter Financial Results Conference Call August 8

July 29, 2005

REDWOOD CITY, Calif.--(BUSINESS WIRE)--July 29, 2005--A.P. Pharma, Inc. (NASDAQ: APPA), a specialty pharmaceutical company, will release its 2005 second quarter financial results prior to market open on Monday, August 8, 2005.

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 Monday, August 8, 2005, to discuss the financial results, provide a clinical update and to answer questions.

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 8037521.

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 anti-nausea, pain management, inflammation and ophthalmic 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.

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