



A.P. Pharma to Hold 2006 Second Quarter Financial Results Conference Call August 8

July 28, 2006

REDWOOD CITY, Calif., Jul 28, 2006 (BUSINESS WIRE) -- A.P. Pharma, Inc. (NASDAQ:APPA), a specialty pharmaceutical company, will release its 2006 second quarter financial results prior to market open on Tuesday, August 8, 2006.

Paul Goddard, chairman, and Company management will be hosting an investment-community conference call beginning at 11:00 a.m. Eastern Time (8:00 a.m. Pacific Time) on Tuesday, August 8, 2006 to discuss the financial results, provide a business 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 3289882.

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, anti-inflammation and DNA/RNAi applications. 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)
Don Markley (dmarkley@lhai.com)
Bruce Voss (bvoss@lhai.com)
310-691-7100