

## Radient Pharmaceuticals Announces New Advertisement for Oncology Publications

TUSTIN, CA—January 6, 2012 –Radient Pharmaceuticals Corporation (OTCQX:RXPC) (OTCPK:RXPC), a developer and marketer of In Vitro Diagnostic (IVD) cancer tests, today announced that its new advertising campaign about the effectiveness of Onko-Sure<sup>®</sup> will be launched with a print ad that will periodically run in four major oncology publications throughout 2012. These journals have high circulation among national and international oncologists.

The ad will appear in the Journal of Clinical Oncology, which is the official journal of the American Society of Clinical Oncology; the Journal of the National Cancer Institute, which is geared towards health professionals working in the cancer research field; and Cancer, Epidemiology, Biomarkers & Prevention, and Clinical Colorectal Cancer, which are written for oncologists.

For additional information on Radient Pharmaceuticals Corporation and its products visit: <u>www.radient-pharma.com</u> or e-mail <u>info@radient-pharma.com</u>. For Investor Relations contact Paul Knopick at: pknopick@eandecommunications.com or 949-707-5365.

## About Radient Pharmaceuticals:

Headquartered in Tustin, California, Radient Pharmaceuticals Corporation is dedicated to saving lives and money for patients and global healthcare systems through the deployment of its FDAcleared In Vitro Diagnostic Onko-Sure<sup>®</sup> cancer test kit for colorectal cancer treatment and recurrence monitoring. The Company's focus is on the discovery, development and commercialization of unique high-value diagnostic tests that will help physicians answer important clinical questions related to early disease state detection, treatment strategy, and the monitoring of disease progression or recurrence. To learn more about our company, products, and potentially life-saving cancer test, visit www.radient-pharma.com.

## **Forward-Looking Statements:**

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: The statements contained in this document include certain predictions and projections that may be considered forward-looking statements under securities law. These statements involve a number of important risks and uncertainties that could cause actual results to differ materially including, but not limited to, the performance of joint venture partners, as well as other economic, competitive and technological factors involving the Company's operations, markets, services, products, and prices. With respect to Radient Pharmaceuticals Corporation, except for



the historical information contained herein, the matters discussed in this document are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements.

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