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FOR IMMEDIATE RELEASE

RADIANT PHAMACEUTICALS LAUNCHES NEW CORPORATE VIDEO AND WEBSITE

(TUSTIN, CA) July 14, 2010/PRNewswire – Radiant Pharmaceuticals Corporation (NYSE - AMEX: [RPC - News](#)), a US-based pharmaceutical company, has announced the launch of its newly designed website located at www.radiant-pharma.com and new corporate video featured on RPC’s new corporate website and recently launched Onko-Sure™ product website located at www.onkosure.com .

RPC’s new corporate website offers visitors ease of use and informative, comprehensive in-depth information on RPC’s company, management, products, and strategic plans. This site also provides a more comprehensive and informative investor relations section that will be of great interest to existing shareholders, prospective investors, the investment community in general, and the Company’s customers and strategic partners. Additionally, site visitors can now access more in-depth information on RPC’s corporate and product commercialization strategy, timeline and progress through RPC’s new corporate video which is accessible via www.radiant-pharma.com and www.onkosure.com .

According to Douglas MacLellan, Chairman and CEO of Radiant Pharmaceuticals, “Radiant Pharmaceuticals is committed to providing and maintaining strong communication with our existing shareholders and prospective investors; the medical and healthcare community at large; and partners, suppliers, and customers. It is our expectation that with this new , informative and highly user-friendly design, RPC’s refreshed website will provide a more effective platform for the dissemination of news, updates, webcasts and pertinent shareholder and investor relations information concerning the company. As our company grows, we will continue to update our website with features and content that help our key audiences learn about what we do and the value we provide through our strong portfolio of cancer products, vaccines and therapies.”

Highlights of the newly designed [RPC website](#) include the following:

- **Functional and Highly Intuitive Interface:** **RPC’s** website was designed to provide ease of use, featuring a multi-level navigation that allows users to quickly access desired content.
- **In-depth Investor Relations Section:** includes investor highlights, RPC’s company history, and operations overview. In addition, this section offers RPC’s quote and data SEC

filings, news releases, webcasts, analyst reports and information on the company's strategic plans.

- Management: a listing of the company's Directors and Executive Officers along with their respective bios and e-mail contacts.
- Product Portfolio and Associated Materials: A detailed overview of **RPC's** product portfolio that includes clinical data and resources, regulatory and patent information, research and development initiatives, product innovations and relevant product news as it relates to our strategic plans and industry developments.
- Corporate Video: new video that provides in-depth details on RPC's corporate and product commercialization strategy, timeline and progress.

Headquartered in Tustin, California, Radient Pharmaceuticals Corporation is a US-based pharmaceutical company specializing in the research, development and sales of In Vitro Diagnostic Cancer tests. The Company's focus is on the discovery, development & commercialization of unique high-value diagnostic tests that help physicians answer important clinical questions related to early disease detection; treatment strategy; and the monitoring of disease progression, prognosis, and diagnosis to ultimately improve outcomes for patients. Our Onko-Sure™ IVD cancer test is used to guide decisions regarding patient treatment, which may include decisions to refer patients to specialists, perform additional testing, or assist in the selection of therapy. For additional information on RPC and its portfolio of cancer products visit the Company's corporate website at www.Radient-Pharma.com. For Investor Relations information contact Kristine Szarkowitz at kszarkowitz@Radient-Pharma.com or 1.206.310.5323.

About Radient Pharma:

Headquartered in Tustin, California, Radient Pharmaceuticals Corporation is an integrated pharmaceutical company devoted to the research, development, manufacturing, and marketing of diagnostic, and premium skin care products.

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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