



## **Radiant Pharmaceuticals Launches New Onko-Sure® Website, Facebook and Twitter Outreach**

TUSTIN, CA—December 13, 2011 –Radiant Pharmaceuticals Corporation (OTCQX:RXPC) (OTCPK:RXPC), a developer and marketer of *In Vitro Diagnostic* (IVD) cancer tests, today announced the launch of a new Onko-Sure website [www.onko-sure.com](http://www.onko-sure.com) and a new Facebook page and Twitter account.

Radiant’s national marketing campaign currently involves a redesign and launch of a new Onko-Sure® website, and both online and social media marketing. Future planned phases will include mobile apps, print and online advertising in high-impact medical and scientific publications. These actions will be coordinated with product awareness efforts through public relations and patient advocacy groups.

“These new online tools will be a part of our 2012 national outreach program and marketing campaign to drive awareness and adoption of Onko-Sure® for its FDA cleared indication in treatment monitoring and recurrence monitoring of colorectal cancer. This comprehensive campaign includes online and print marketing, advertising, and public relations aimed at key constituencies including doctors, patients, and laboratories. The campaign will be supported by an expanded U.S. Sales force,” says Radiant Pharmaceuticals Chairman and CEO Douglas MacLellan.

“We believe that Onko-Sure® is a high-value, cost effective cancer test that can improve treatment outcomes for colorectal cancer patients. By launching this comprehensive national marketing campaign, we are targeting the key decision makers – physicians, labs, and patients, to make them aware of the importance of incorporating Onko-Sure® into colorectal cancer treatment plans,” stated Mr. MacLellan.

For additional information on Radiant Pharmaceuticals Corporation and its products visit: [www.radiant-pharma.com](http://www.radiant-pharma.com) or e-mail [info@radiant-pharma.com](mailto:info@radiant-pharma.com). For Investor Relations contact Paul Knopick at: [pknopick@eandecomcommunications.com](mailto:pknopick@eandecomcommunications.com) or 949-707-5365.

### **About Radiant Pharmaceuticals:**

Headquartered in Tustin, California, Radiant Pharmaceuticals Corporation is dedicated to saving lives and money for patients and global healthcare systems through the deployment of its FDA-cleared In Vitro Diagnostic Onko-Sure® 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.radiant-pharma.com](http://www.radiant-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 Radiant 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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