



Radiant Pharmaceuticals Corporation Announces 2012 Sales, Advertising & Outreach Plan

TUSTIN, CA—December 20, 2011 –Radiant Pharmaceuticals Corporation (OTCQX: RXPC) (OTCPK: RXPC), a developer and marketer of cancer tests, today announces its 2012 Sales, Advertising & Outreach Plan for its flagship cancer test Onko-Sure®.

Onko-Sure® is a non-invasive and United States Food Drug and Drug Administration (FDA) cleared *in vitro* diagnostic (IVD) blood biomarker test used for monitoring colorectal cancer during and post treatment. Onko-Sure® assists colorectal cancer patients and their healthcare teams plan a pro-active treatment program and follow-up plan after a colorectal cancer diagnosis. In clinical tests, Onko-Sure® has demonstrated significant potential and may be a more effective or complimentary diagnostic to the Carcinoembryonic Antigen (CEA) or other commonly performed cancer tumor marker tests. Onko-Sure® may also be appropriate for healthy patients who have a predisposition to cancer, family history or are simply vigilant about matters of health and prevention.

The Company has developed a comprehensive national sales, advertising and marketing campaign to significantly increase the sales of the Onko-Sure® cancer test, particularly in North America for its FDA cleared use for the monitoring of colorectal cancer. The plan will enable Radiant to:

- Provide wide access to Onko-Sure® in key reference labs as well as “centers of excellence” cancer treatment centers nationwide; and
- Partner with patient advocacy groups to foster adoption and drive testing with Onko-Sure®.

The 2012 Plan is intended to ensure that the Onko-Sure® cancer test is well understood and differentiated from other currently used clinical cancer markers and tests. The Company intends to focus on educating key decision makers, physicians, labs, and patients of the importance of incorporating Onko-Sure® into colorectal cancer treatment plans.

North American Onko-Sure Sales Strategy

“Our sales strategy is to sell Onko-Sure® colorectal cancer test kits as a replacement for or in conjunction with CEA. Currently, there are approximately 5 million individual CEA tests performed annually in the U.S. with an approximate value of \$250 million. The 2012 Plan is designed to assist Radiant Pharmaceuticals in capturing a portion of this quarter billion dollar industry marketplace. Over the next 12 months, our U.S. sales goals are to put in place new sales agreements with at least 10 independent laboratories which will offer the Onko-Sure® cancer test to physicians and their patients,” stated Radiant Chairman and CEO Douglas MacLellan.

Websites & Social Media Education and Outreach Platform Now In Place

The completion of the new Onko-Sure® website www.onko-sure.com, new Facebook page www.facebook.com/onko-sure and Twitter account [@onko-sure](https://twitter.com/onko-sure) have laid the foundation for additional outreach beginning in early 2012. We also are introducing another new website: www.mycancerquiz.com, that focuses on identifying at risk patients for both colorectal cancer in the U.S. and lung cancer in Canada.

2012 Onko-Sure® Web-Based & Print Advertising Plan

The Company has arranged to advertise Onko-Sure® in various scientific, clinical, oncology and laboratory publications beginning in January 2012. The first advertisement should appear in three different scientific/clinical journals. The Company will also be involved in web-based advertising on various websites.



2012 Industry Trade Shows & Conferences

At a minimum we anticipate participating in at least five significant Industry Trade Show and Conferences in the United States during 2012. These five events include:

- American Society of Clinical Oncology (ASCO) Gastrointestinal Cancers Symposium. The ninth annual Gastrointestinal (GI) Cancers Symposium is a three-day multidisciplinary meeting that offers the newest strategies in prevention, screening and treatment of gastrointestinal cancers. This multidisciplinary symposium offers educational sessions and abstract presentations focused on each type of GI cancer including cancers of the esophagus, stomach, pancreas, small bowel, colon and rectum. The meeting will be held in January 19th through the 21st in San Francisco, CA.
- American Association for Cancer Research (AACR) Annual Meeting in March 2012. This meeting will highlight the best and latest findings in all major areas of cancer research and will be held from March 31st to April 4th in Chicago, IL.
- American Society of Colon and Rectal Surgeons (ASCRS) Annual Meeting in June 2012. The meeting will be held from June 2 to 6th, 2012 in San Antonio, TX. Over 1,200 surgeons are expected to attend this meeting this year.
- American Society of Clinical Oncology (ASCO) Annual Meeting in June 2012. ASCO brings together more than 30,000 oncology professionals from a broad range of specialties. The meeting will be held from June 1 to 5th, 2012 in Chicago, IL in McCormick Place.
- American Association for Clinical Chemistry (AACC) and Clinical Lab Expo July 2012. AACC is the largest Clinical Lab Exposition in the world, new technology in all areas of clinical diagnostics, automation, information systems, point-of-care, and biotech. The largest dedicated clinical laboratory meeting in the world, will be held July 15-19th, 2012 Los Angeles Convention Center, Los Angeles CA.

2012 Sales & Marketing Focused Around National Get Your Rear in Gear Events

Radiant Pharmaceuticals anticipates participating in many Get Your Rear in Gear ("GYRIG") events across the country. GYRIG is run by the Colon Cancer Coalition and focuses on educating communities across the country about colon cancer. The Company participated in its first Get Your Rear in Gear event in Irvine, California on November 19, 2011. Over 300 doctors, lab owners and technicians, patients, loved ones and activists participated. It is the Company's intention to hold focused outreach, marketing & sales meetings with physicians and labs prior to any targeted Get Your Rear in Gear events in selected cities around the country.

2012 Sales, Advertising & Marketing Budgets

This Sales, Advertising & Outreach Plan assumes that the Company will have sufficient capital to underwrite the various activities proposed in this plan. The cost to fully implement the entire plan for FY2012 is approximately \$1.36 million, which includes approximately \$526,000 in print advertising, \$78,000 in public relations, \$70,000 in direct mail, \$456,000 in Online Advertising, \$80,000 in Trade Show & Conference Attendance and \$150,000 in GYRIG Sales & Marketing Events. We have already created the new web & social media sites and have placed two initial print advertisements that will run in January/February 2012. A majority of additional costs will not begin until February and average approximately \$123,000 on a monthly basis. These monthly costs and the overall size and scope of the program can be reduced significantly if additional capital is not available. The implementation of the majority of the Sales, Advertising & Outreach is significantly dependent upon the Company obtaining additional financing. There can be no assurance that such financing will be available on commercially reasonable terms, if at all.

About Onko-Sure

"Onko-Sure® is a valuable, cost effective cancer blood biomarker test that has the potential to greatly improve treatment outcomes for colorectal cancer patients. By launching this comprehensive national marketing campaign,

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we are making, key decision makers, physicians, labs, and patients, aware of the importance of incorporating Onko-Sure® into colorectal cancer treatment plans,” said Mr. MacLellan.

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. Diagnostics are the key to informed treatment decisions; identifying the right treatment for the right patient can make all the difference, particularly in cancer patients.

About Get Your Rear in Gear

Get Your Rear in Gear events are presented nationally by the Colon Cancer Coalition, a non-profit organization based in Minneapolis, promoting education and raising funds to prevent colon cancer. The Get Your Rear in Gear events are designed to unite people across the country to provide support and hope for those who have had their lives affected by our nation’s second leading cause of cancer deaths, and to encourage individuals of all ages to get screened, be fit and eat legit in order to prevent the disease. By making the words colon, colorectal and colonoscopy a part of the everyday language, we believe we can overcome the fear and decrease deaths from this largely preventable cancer. A history of the organization and a list of upcoming and past events can be found at www.getyourrearingear.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.

For additional information on Radiant Pharmaceuticals Corporation and its products visit: www.radiant-pharma.com or e-mail info@radiant-pharma.com. For Investor Relations contact Paul Knopick at: pknopick@eandcommunications.com or 949-707-5365.

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