

AlphaRx's Newly appointed President of China Operations Unveils Strategic Corporate Initiatives

Hong Kong – December 21, 2009 – AlphaRx Inc.'s (OTCBB: ALRX) recently appointed President of China Operations, Ruby Hui, today announced new corporate initiatives and the company's strategic growth plan for China.

“When I was appointed as the President of AlphaRx China Operations a week ago, I promised that I would play a major part in AlphaRx's future and drive this company to new heights, and I am pleased to report that a strategic growth plan is now in place to fulfill that goal. AlphaRx is well positioned to leverage the momentum that has been building in the greater China region and is ready and able to play a major role in the fast growing China pharmaceutical market,” Ms. Hui said.

“China's drug market is expected to expand at about 22% annually over the next five years. With a enormous and aging population, rapid urbanization and adoption of Western lifestyles that give rise to hypertension, obesity and other diseases, China is poised to become the world's third largest pharmaceutical market by 2013, up from its current number five position,” she continued.

The company has assembled a portfolio of short and long-term drug candidates specifically to address the China market and these drugs should fuel sustainable revenue growth over the coming years. The company's product candidates are unique, protected by patents or patents pending and include the following:

Product Name	Dosage Form	Indication
CHX Rinse	Liquid	Gum Disease
Indaflex	Topical Cream	Pain
Dicloflex	Topical Cream	Pain
ARX606T	Topical Cream	Wound Treatment
ARX2038	Tablet ER	Anti-anxiety
ARX2038	Tablet ER	Lipid Management
ARX1088	Tablet ER	Hepatitis
Zysolin	Inhalation Aerosol	Pneumonia
Vansolin	Inhalation Aerosol	Pneumonia
GAI-122	Injectible	Stroke

The "me-better" AlphaRx product strategy differentiates the company from generic market players and that oversubscribed “me-too” market. The company's well established business model of reformulating, repositioning and improving the efficacy of existing drugs is consistent with the Chinese government's own cost containment

strategies and the company anticipates government support in the different stages of ongoing product development. In addition, it is planned to list AlphaRx's China Operations on a major stock exchange in the near future, to increase shareholder value. In short, the company is implementing a strategy of accelerated and sustainable future growth, with the goal of becoming the leading drug developer in the Chinese pharmaceutical market.

FORWARD LOOKING STATEMENTS:

This release contains forward-looking statements within the meaning and pursuant to the Safe Harbor provisions of the Securities Litigation Reform Act of 1995 and involve risks and uncertainties that may individually or mutually impact the matters herein described, including but not limited to product development and acceptance, manufacturing, competition, regulatory and/or other factors, which are outside the control of the Company.

For more information, please contact:

Michael Lee
President & CEO
AlphaRx Inc.
Web: www.AlphaRx.com
Email: info@AlphaRx.com