

## **AlphaRx Appoints President for its China Operations**

"The Company is poised to become a leading drug developer in the pharmaceutical market in China and I'm looking forward to playing a major part in AlphaRx's future and driving this company to new heights ..."

Hong Kong – December 14, 2009 – AlphaRx Inc. (OTCBB: ALRX), an emerging biopharmaceutical company utilizing proprietary drug delivery technology to develop novel formulations of drugs, has named Ruby Hui as President of China Operations. In this role, Ruby will be responsible for managing AlphaRx operations in China, which include developing new business and implementing business practices that support AlphaRx's Pan-Asian initiatives.

Ruby has extensive experience in marketing and project management. Ruby was senior project manager at New World Development, a multi billion investment holding company with interests in health care, pharmaceuticals, property development, hotels, infrastructure, telecommunications and retailing in Hong Kong and China. Before joining New World, Ruby held various positions at Chinese Estate Group, a multi billion investment holding company based in Hong Kong that is run by Ruby's family members.

"The potential within the greater China region is enormous," said Ruby. "I am very pleased to assume this role and help build a strong executive team in China and I look forward to leading AlphaRx China towards leveraging the momentum that is building in the region and driving this company to new heights."

"I am confident that Ruby's extensive leadership and China experience as well as her high energy and proven track record will further accelerate our rapid growth in China and bring the organization to new heights," said Michael Lee, President & CEO of AlphaRx. "The timing is of great significance as the new China economic dynamic increases the demand for pharmaceuticals."

Ruby is an active investor in AlphaRx and has invested over \$2 million into AlphaRx and its Hong Kong subsidiary.

### **About AlphaRx Inc.**

AlphaRx is a specialty pharmaceutical company dedicated to developing proven therapies by reformulating FDA approved and marketed drugs which through the application of its proprietary site-specific nano drug delivery technology, offers improved medical benefits and a potential for significant commercial product development.

### **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.