



TSX VENTURE: APA

ALLIANCEPHARMA Inc. Launches Elitex, an Innovative Technological Tool for Managing Pharmacy Schedules

THETFORD MINES, QUEBEC, December 23, 2015 – AlliancePharma Inc. (TSXV : APA) (“**AlliancePharma**” or “the **Company**”) is pleased to announce the launching of Elitex, the first virtual schedule manager designed specifically for pharmacies. This initiative will allow Quebec pharmacies to improve the planning of their workforce, while creating a direct link with AlliancePharma and its placement service. Elitex will facilitate the efficient management of pharmacy staff replacements throughout the territory.

"With this initiative, AlliancePharma is well positioned in the healthcare technology market as it offers an opportunity to all pharmacies in Quebec to gain substantial efficiencies in their daily management", said Marc Lemieux, Chairman of the Board, President and CEO of AlliancePharma.

A solution to the specific needs of pharmacies

Scheduling is a tedious and often complex operation and is still done by hand in the majority of pharmacies in Quebec. To facilitate the daily management of human resources, AlliancePharma has developed an efficient electronic solution. The Elitex planning tool will promote a linkage between the schedule and the availability of employees, while substantially reducing the costs associated with managing pharmacy personnel.

In addition to improving scheduling, Elitex also offers a direct link with AlliancePharma to quickly fill pharmacy needs for replacement staff.

For more information on Elitex, visit www.elitis.ca.

About AlliancePharma

AlliancePharma is the leader in professional services and personnel replacement for all pharmacies in Quebec. The quality of its customer service and professional services rendered reflect the expertise of the Company. Management's vision is to expand and diversify its activities to become a key player in the health services industry in Quebec, the rest of Canada and internationally. Additional information regarding the Company is available at www.alliancepharmainc.ca and on SEDAR at www.sedar.com.

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