



NEWS RELEASE

APH:TSX-V, APCSF:OTCQB

January 13, 2012

ALDA recommends support for proposed share consolidation

Vancouver, BC – ALDA Pharmaceuticals Corp. (APH:TSX-V) (the “Company” or “ALDA”) has proposed a consolidation of its common shares (“the Consolidation”) and the acquisition of one or more market-ready natural products (“the Acquisition”).

ALDA’s management and Directors are recommending that shareholders support the Consolidation at the Company’s Annual General and Special Meeting (“the Meeting”) to be held on January 27, 2012. Further details on the Meeting are contained in the Information Circular posted under the Company’s profile at www.sedar.com.

Currently, the Company’s shares are suspended. To meet the listing requirements of the Exchange and be reinstated, financing will be required. A share consolidation will facilitate such financing. Also, the Acquisition is dependent on the Consolidation.

Approval of the Consolidation will provide the Company with a better opportunity to continue in business and provide returns to shareholders.

If the Consolidation is not approved, the possibility of obtaining financing and completing the Acquisition would be reduced. It is also likely that the Company would be moved to the NEX and its ability to continue in business would be severely compromised.

The following summarizes information previously provided by the Company.

- The Consolidation involves the conversion of up to twenty (20) old common shares of the Company to one (1) new common share of the Company.
- The products under consideration for the Acquisition include a liquid multivitamin formulation for neonatal and natal care and an iron deficiency treatment containing a proprietary biological haemoglobin-protein complex. Both products have been provided with Natural Product Numbers and are market-ready. More information on these products is available in the news release issued by the Company on January 6, 2012.

At this time, further development of T³6[®] therapeutic products is dependent on further financing.

Shareholders requiring more information or assistance with voting are encouraged to contact Terrance Owen, President & CEO, at 604-862-3439 or owen.terrance@gmail.com.

Terrance Owen
President & CEO
ALDA Pharmaceuticals Corp.

ALDA Pharmaceuticals Corp.
Facsimile [604] 521.8322
www.aldacorp.com



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