

NEWS RELEASE

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New “Superbugs” could go global

Vancouver, BC - ALDA Pharmaceuticals Corp. (APH:TSX-V, APCSF:OTCQB) (“ALDA” or “the Company”) is monitoring reports of new “Superbugs” that are highly resistant to nearly all antibiotics, including penicillin-like antibiotics that possess broad spectrum antibacterial properties and are typically used as a last resort. The new strains of antibiotic-resistant *E. coli* and *Klebsiella* were created when genetic material that codes for an antibiotic-digesting enzyme was incorporated from other species. Such genetic “swapping” is common among bacteria and is a major cause of antibiotic resistance. Although primarily observed in Pakistan, India and the UK, similar infections have been reported in US, Canada, Australia and the Netherlands and international researchers are concerned that these new strains could become a major global health problem.

To reduce the spread of these bacteria, health authorities are recommending proper hand hygiene and disinfection procedures. Dr. Terrance Owen, President & CEO comments, “Using effective hand sanitizers and disinfectant products is an important step in keeping one’s environment safe. ALDA’s products contain 70% ethanol and benzalkonium chloride which have both proven to be very effective against *E. coli* and other resistant bacteria, such as MRSA. Although the threatened H1N1 pandemic did not materialize, it certainly made people aware of the need for products that can reduce the transmission of infectious diseases. The lessons learned may prove to be very useful as we face ever-increasing numbers of Superbugs”

About ALDA Pharmaceuticals Corp.

ALDA is focused on the development of infection-control therapeutics derived from its patented T³⁶[®] technology. The company trades on the TSX Venture Exchange under the symbol APH and on the OTCQB under the symbol APCSF. The Company was the Official Supplier to the Vancouver 2010 Olympic Winter Games and the Vancouver 2010 Paralympic Winter Games and is the Official Supplier to the Canadian Olympic Committee, the 2010 Canadian Olympic Team and the 2012 Canadian Olympic Team for antiseptic hand sanitizer, disinfectant and disinfectant cleaning products. The Company was also selected as one of the TSX Venture 50 companies in the Technology and Life Sciences sector for 2010.

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