



Radiant Pharmaceuticals Introduces its 2012 Sales, Advertising & Outreach Plan Presentation

TUSTIN, CA—January 24, 2012 –Radiant Pharmaceuticals Corporation (OTCQX:RXPC) (OTCPK:RXPC), a developer and marketer of In-Vitro Diagnostic (IVD) cancer tests, today announced that its new 2012 Sales, Advertising & Outreach Plan Presentation for its Onko-Sure® cancer test kit is available for investors to view at http://radiant-pharma.com/pdf/press_releases/2012/Radiant%20Outreach%20Plan.pdf

“Onko-Sure® is a valuable, cost-effective cancer blood biomarker test that has the potential to greatly improve treatment outcomes for colorectal cancer patients,” said Douglas MacLellan, Radiant Pharmaceuticals Chairman and CEO. “This Presentation provides a broad overview of our anticipated plans for launching a comprehensive national marketing campaign, that is targeted to inform key decision makers, physicians, labs and patients of the importance of incorporating Onko-Sure® into colorectal cancer treatment plans.”

“Onko-Sure® The Power of Knowing” is the theme of the presentation. It stresses that this non-invasive and U.S. Food and Drug Administration cleared IVD blood biomarker test is used in the U.S. for monitoring colorectal cancer during and post treatment. Onko-Sure® may also be appropriate for healthy patients who have a predisposition to cancer, family history or are simply vigilant about matters of health and prevention.”

Radiant Pharmaceuticals’ strategy in the U.S., the presentation says, is to sell Onko-Sure® colorectal cancer test kits as a replacement for or in conjunction with Carcionembryonic Antigen (CEA), a cancer tumor marker test. There are five million individual CEA tests performed annually in the U.S. with an approximate value of \$250 million. Radiant Pharmaceuticals’ Advertising & Outreach Plan is designed to assist in capturing a portion of this quarter billion dollar industry marketplace for the Company.

Radiant Pharmaceuticals will work in 2012 to provide wide access to Onko-Sure® in key reference labs as well as centers of excellence and cancer treatment centers. It stresses that the Company plans to partner with patient advocacy groups to foster use of Onko-Sure.® The presentation also includes information about the Company’s 2012 advertising campaign in journals with high circulation among oncologists and the Company’s ongoing outreach platform using its website www.onko-sure.com, Facebook and Twitter. The presentation also introduces key outreach advisors with significant experience in Internet marketing and advertising.

“The presentation explains how Radiant Pharmaceuticals will be active in at least five significant medical and laboratory conferences in the U.S. in 2012 and stresses the Company’s continuing ability to place scientific abstracts at key meetings of oncologists,” Mr. MacLellan said. “The



Sales, Advertising and Outreach Plan assumes the Company will have sufficient capital to underwrite its estimated \$1.36 million cost.”

For additional information on Radiant Pharmaceuticals Corporation and its products visit: www.radiant-pharma.com or e-mail info@radiant-pharma.com. For Investor Relations contact Paul Knopick at: pknopick@eandecommunications.com or 949-707-5365.

About Radiant Pharmaceuticals:

Headquartered in Tustin, California, Radiant Pharmaceuticals Corporation is dedicated to saving lives and money for patients and global healthcare systems through the deployment of its FDA-cleared In-Vitro Diagnostic Onko-Sure® cancer test kit for colorectal cancer treatment and recurrence monitoring. The Company's focus is on the discovery, development and commercialization of unique high-value diagnostic tests that will help physicians answer important clinical questions related to early disease state detection, treatment strategy, and the monitoring of disease progression or recurrence. To learn more about our Company, products, and potentially life-saving cancer test, visit www.radiant-pharma.com.

Forward-Looking Statements:

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: The statements contained in this document include certain predictions and projections that may be considered forward-looking statements under securities law. These statements involve a number of important risks and uncertainties that could cause actual results to differ materially including, but not limited to, the performance of joint venture partners, as well as other economic, competitive and technological factors involving the Company's operations, markets, services, products, and prices. With respect to Radiant Pharmaceuticals Corporation, except for the historical information contained herein, the matters discussed in this document are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements.

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