

Biotech Investor Q&A with CFO of Sunshine Biopharma (OTCBB: SBFM) Discussing its Lead Compound - Adva-27a for Aggressive Forms of Cancer

New York, New York - July 2, 2012 - Investorideas.com, an investor research portal specializing in sector research including biotech and pharma stocks, issues an exclusive Q&A interview with Mr. Camille Sebaaly, CFO of Sunshine Biopharma Inc. ([OTCBB:SBFM](#)). Sunshine Biopharma is a pharmaceutical company focused on the research, development and commercialization of drugs for the treatment of various forms of cancer. The Company's lead compound, Adva-27a targets aggressive forms of cancer.

Mr. Sebaaly also shares insight on Roche's (SIX: RO, ROG; OTCQX: RHHBY) Herceptin® cancer drug.

Interview:

Q: Investorideas.com staff

Can you give investors a brief background on your lead compound, Adva-27a, your proprietary technology behind it and how it targets aggressive forms of cancer?

A: Mr. Camille Sebaaly, CFO

Adva-27a is a small molecule which we designed and synthesized de novo. Patents covering Adva-27a and derivatives have been issued in the United States and Europe and are still pending in other places around the world. Adva-27a was designed to specifically target multidrug resistant (or aggressive) types of cancer.

Q: Investorideas.com staff

The Company announced findings last week from the cytotoxicity study- can you give us some brief hi-lights and the significance of the results?

A: Mr. Camille Sebaaly, CFO

Last week we announced the results of our most recent studies in which we found that Adva-27a is remarkably capable of killing multidrug resistant small cell lung cancer. Small cell lung cancer is perhaps the most aggressive primary cancer. Sadly, the prognosis for a freshly diagnosed patient with small cell lung cancer is only a few months. As you know, we had announced back in July of last year that Adva-27a also kills multidrug resistant breast cancer cells. Similarly, the prognosis for multidrug resistant breast cancer patients is only a few months. We are delighted at the opportunity to offer both of these patient groups hope through our Adva-27a. As far we know, Adva-27a is the only drug anywhere in the world that can treat these patients.

Q: Investorideas.com staff

Can you discuss briefly the pharmacokinetics studies results announced in May?

A: Mr. Camille Sebaaly, CFO

The pharmacokinetic parameters of Adva-27a which we announced in May were excellent. Adva-27a has all the properties of a good pharmaceutical. For example, it reaches a very high initial plasma concentration, which means it starts working fast, and has an intermediate plasma half-life implying that it does not linger in the blood stream to cause severe side-effects and other complications.

Q: *Investorideas.com* staff

Can you give investors insight into the type of cancer Herceptin®, a drug marketed by Roche (SIX: RO, ROG; OTCQX: RHHBY) (*the world's largest biotech company*) targets and where you see Sunshine Biopharma filling the gap?

A: Mr. Camille Sebaaly, CFO

Herceptin® is an excellent drug and is very effective in treating Her2-Positive breast cancer patients. However, only about 25% of the breast cancer patients are Her2-Positive. For the remaining 75%, Herceptin® does not work. This is where our Adva-27a comes in. It is interesting to note that Herceptin® sales are in excess of \$5 billion a year.

About Sunshine Biopharma Inc. (OTCBB: SBFM)

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