

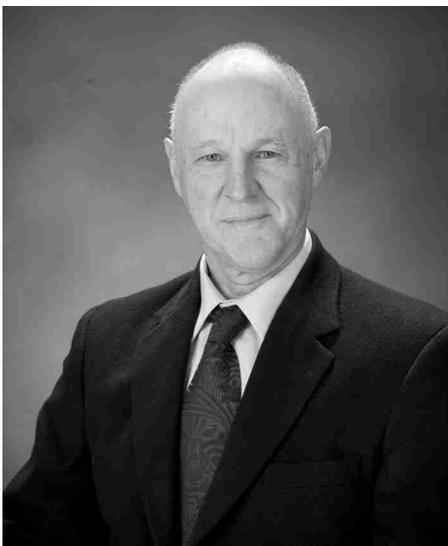
**CEO
CFO****T36[®] ALDA
Pharmaceuticals**Issue:
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ALDA Pharmaceuticals Corp. Is Focused On Growing The Market For Their Infection Control Technology T³⁶[®], That Disrupts The Physical Structure Of All Classes Of Microorganisms Including Bacteria, Fungi And Viruses In A Short Period Of Time Without Toxicity Or Side Effects To Humans Or The Microbial Resistance

**Healthcare
Infection-Control Therapeutics
(APH-TSXV, APCSF-OTC: BB)**

ALDA Pharmaceuticals Corp.

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**Terrance G. Owen, BSc, MSc,
MBA, PhD
President, CEO and Director**

BIO:

Dr. Owen graduated with a B.Sc. in Biology from UVic in 1968, a M.Sc. in Biology from UNB in 1970 and a Ph.D. in Zoology from UBC in 1974. After teaching for 4 years, he took a two-year Industrial Post-Doctoral Fellowship from the Science Council of B.C. to commence work in the private sector. In 1980, he formed Helix Biotech Ltd. to develop and

commercialize diagnostic technologies and took the company public in 1987. In 1989, under license from Lifecodes Corporation, Helix Biotech started providing DNA identity tests for paternity, immigration, estate, civil and criminal cases. In 1991, Dr. Owen earned his M.B.A. from SFU. In 1995, Helix Biotech merged with another company to create Helix BioPharma, a biopharmaceutical company focused on drug delivery, discovery, development, distribution and licensing. Helix BioPharma is listed on the TSE and sold Helix Biotech to Lifecodes in 1998 which, in turn, was purchased by Orchid Cellmark in 2001. Dr. Owen is currently President and CEO of ALDA Pharmaceuticals Corp., a company listed on the TSX Venture Exchange and the OTCBB. The Company is focused on infection control therapeutics and has a line of consumer and commercial infection control products currently on the market. In July, 2009, ALDA became an Official Supplier to the Vancouver 2010 Winter Games for hand sanitizers and disinfectant cleaners.

Company Profile:

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 OTCBB under the symbol APCSF.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Owen, you have a long history with ALDA Pharmaceuticals; what is your focus today?

Mr. Owen: The focus for ALDA Pharmaceuticals is on generating sales of current products, which include a hand sanitizer, a disinfectant product for medical clinics, and disinfectant cleaner concentrate for janitorial sanitation applications. Medium term we are working on a registration of our products in other jurisdictions in the United States and Europe. We are also looking at long-term therapeutic applications of our technologies, and we have FDA registrations in progress for that.

CEOCFO: What is your technology?

Mr. Owen: Our technology is called T³⁶[®] and is an infection control technology that consists of a unique combination of 4 microbial ingredients. It is an ethanol solution that acts synergistically to disrupt the physical structure of all classes of microorganisms including bacteria, fungi, and viruses in a very short period of time without toxicity side effects to humans or the microbial resistance.

CEOCFO: What makes it different from current products on the market?

Mr. Owen: It is a combination of ingredients, which are subject to two patents in the United States, patent in China, patent in Australia, patents pending in Canada and Europe. So it is a combination of microbial ingredients that act together to form a very effective yet safe antimicrobial formulation.

CEOCFO: What is the market opportunity for your products?

Mr. Owen: The market we are approaching now is worth millions. We are registered only in Canada at this point, but because of the H1N1 pandemic we are

getting a tremendous amount of interest in our products. We recently became the official supplier of hand sanitation and infection control products for the Vancouver 2010 Winter Games. We will be sponsoring the Canadian Olympic team through the 2012 Olympics in London, which gives us a huge amount of exposure. So we are in the process now of trying to satisfy the market demand in Canada for our products. The market we are approaching now is worth millions in Canada, much more than that in the United States and Europe, but the final focus for the company is on therapeutic applications for the technology such as treatments for topical infections. So we are going after some very large markets, granted there is a lot of competition in these markets but again we feel we have a competitive advantage in these markets.

CEOCFO: How do you reach the consumer; is there brand recognition?

Mr. Owen: It is a competitive market. There is brand recognition in the market; there are also generic products in the market. Where we get our brand recognition from is the Olympic sponsorship.

CEOCFO: As you are trying to satisfy the demand, where do you produce your products and how do you step it up?

Mr. Owen: We produce in plants that are located here in western Canada. They have the capacity to produce the product that we need, so we just really need to secure the supplies of ethanol and other materials and supplies. Gearing up is not particularly a problem; it is not rocket science it is just logistics.

CEOCFO: Would you tell us about the therapeutic applications?

Mr. Owen: The formula has been tested by physicians against a number of topical infections such as athlete's foot, diaper rash, as an antiseptic for things like treating insect bites in combination with anti-inflammatory drugs such as steroids, analgesics or anesthetics. It has also proven to be very effective treatment for conditions such as eczema and secondary staph infections. It has proven to be effective

against psoriasis even though that is not an infection per se. It still seems to have a very positive affect because I guess the ethanol in the product delivers a steroid where it is needed. We just found that with any topical infections it is a very effective and safe treatment for those infections without any of the side-effects or microbial resistance and that is where we are pursuing. We have 3 registrations, first of all as a skin antiseptic for surgical, then as a superior hand sanitation product for both consumer use and surgical use for surgeons to use prior to going into the operating room and other conditions such as vulvo-vaginal treatments. Most vulvo-vaginal treatments are focused on yeast infections, which account for about 1/3 of the market. The rest of the market is covered by bacterial and combinations of infections. So our product

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will affect all of those microorganisms and indeed there is a large market there for general topical infections and some internal applications.

CEOCFO: Are there different compounds, or is it the same formula?

Mr. Owen: It is the same formula with very broad applications.

CEOCFO: So it makes it a lot easier on your end!

Mr. Owen: It sure does! It is a flexible formula.

CEOCFO: It seems so simple!

Mr. Owen: Yes it is. The question always comes up, why didn't somebody think of this before?

CEOCFO: What is the financial picture for ALDA today?

Mr. Owen: Pretty good. We deal probably in relatively small numbers compared to most companies. We did close a \$1.5 million private placement. We have \$2 million in the bank and our sales are starting to take off very nicely, so we do have to raise more money for the clinical trials that have to be done. However, we are just looking at the cost of coming up with our comprehensive plan for that now. We are already through a couple of stages with the FDA, so we are just getting to a point where we have to do a little bit more preliminary tests before we start our clinical trials. It is not a multi-billion-dollar project. It is a project that is probably going to consume somewhere between \$10 million and \$15 million, in-between 2 and 5 years, depending on which applications we are speaking of. So our financial picture is pretty good right

now. We will have to go back in the market and raise some more money, but we have a lot on our plate right now dealing with the consumer demand for our products. So we really want to get the dust settled on that and pick ourselves up and see where we are standing in a couple of months and see where the market is. We will probably be doing another financing in the fall or spring.

CEOCFO: Do you anticipate more international deals?

Mr. Owen: Yes, because we do have a national registration in China and we have our product registered in the United Kingdom. We are just seeing now how we can expand that based on our Canadian registrations. We will be able to sell product in Europe I would hope as early as next year.

CEOCFO: What challenges are ahead?

Mr. Owen: The challenge now is that the market in general is quite depressed. We are finding we are getting reasonable volumes in our stock, but we are not getting as much price appreciation as we would like. So raising the kind of money that we need is going to be kind of an extended program, because we are not going to be able to raise \$10 or \$15 million at these prices to do the clinical trials. We are going to have to pace that out

somewhat, and make sure our timing is right. Therefore, the challenge is going to be raising the amount of money that we need to raise to do these clinical trials as we tackling these very large markets. In the mean time will just stay focused on the sales, because if we can get to where we are operationally profitable then we are not dependent upon outside financing.

CEOCFO: Final thoughts, why should potential investors pay attention to ALDA Pharmaceuticals?

Mr. Owen: Investors should to pay attention to ALDA Pharmaceuticals because we have a unique formulation that has broad applications. That would include everything from being used as a hospital

disinfectant to personal disinfection to janitorial sanitation application, to therapeutic applications. It is a technology that seems to really impress a lot of people, they like our products, they like our technology. We have very good evidence that the formulation is affective against all types of organisms and topical infections. In addition, we are going to be very competitive with price and have a very good product that has competitive advantages so that in the long-run over the next five years or so, we will be in a very good position to have our products on the market and generate the kind of revenues that will attract a significant amount of attention. We are looking for listings on the senior boards; we are listed on the Bulle-

tin Board right now in the US and on the Venture Exchange in Canada. It is not going to take a lot of assets to qualify for a more senior exchange and then institutional attention. We have a very good program that we are laying out. All the research is done, so it is not guesswork anymore. It is just a very straightforward program that we have to accomplish. So we are proving to people that we do what we say we are going to do. We have a long list of accomplishments already and the things that we are now planning are very doable, as long as the funding is available.



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