



Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC # 44-11) July 18, 2011
Biopure Corporation (BPURQ) (BPUEQ) (BPUFQ)

Notice has been received that the above Company's Joint Plan of Reorganization (Plan) filed under Chapter XI of the Federal Bankruptcy Code, became effective on April 21, 2010. Pursuant to the Plan, on the Effective Date, Holders of Interests shall have their Interests cancelled. No property or assets of any kind shall be distributed or retained in respect of Interests; provided, however, that in the event that all Allowed Claims are paid in full, with interest as calculated pursuant to the terms of this Plan, if interest is required to be paid under applicable bankruptcy law, holders of Allowed Interests in Class 4 ("Allowed Class 4 Interests") may receive a Pro Rata distribution of Trust Assets remaining after payment of all Allowed Claims, Creditor Trustee's Expenses and Post Confirmation Operating Expenses in accordance with the terms of this Plan.

Members are reminded of their obligations under NASD Conduct Rule 2310 if they continue to engage in transactions in the above security after the effective date.

Members are further advised that deliveries in settlement of contracts in the OLD securities, which were executed prior to the announcement that the securities had been deemed worthless, shall be evidenced by either a) the OLD security; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to Uniform Practice Code Rule 11530.

Questions regarding this notice should be directed to: FINRA Operations- 1-866-776-0800.