



CUMBERLAND PHARMACEUTICALS ACQUIRES HOSPITAL SALES FORCE

Company continues to build internal sales and marketing capabilities

NASHVILLE, Tenn. (January 17, 2007) – Cumberland Pharmaceuticals Inc. has exercised its option to convert its contract hospital sales force to Cumberland employees. Originally formed in partnership with Cardinal Health in 2004, the 14-member sales force promotes Acetadote® to hospitals and poison control centers around the country. Acetadote is the first injectable drug in the U.S. for the treatment of acetaminophen overdose, and is currently stocked in more than 2,600 hospitals nationwide.

“This is an exciting step in the development of our company,” said A.J. Kazimi, CEO of Cumberland Pharmaceuticals. “As we continue to grow, we are working to strengthen our infrastructure and enhance our internal commercial and product development capabilities.”



Acetadote is used in hospital emergency departments and critical care units to prevent or lessen potential liver damage resulting from an overdose of acetaminophen, a common ingredient in many over-the-counter painkillers. Cumberland received initial FDA approval for Acetadote in 2004, and in early 2006 the FDA approved revised labeling for the product, including pediatric dosing information.

Acetaminophen overdose is the leading cause of poisonings seen in emergency departments in the U.S., accounting for more than 138,000 ER visits and more than 300 unintentional deaths each year.

In addition to its hospital sales team, Cumberland manages a 26-member sales force dedicated to promoting the company’s gastroenterology product Kristalose®, a unique prescription laxative product, to more than 6,000 physicians.

Cumberland Pharmaceuticals Inc. is a Tennessee-based specialty pharmaceutical company that develops and markets branded, prescription products for targeted physician segments, including critical care, emergency medicine and gastroenterology. Cumberland is dedicated to providing innovative products which improve quality of care for patients. For more information, please visit the Cumberland Pharmaceuticals web site at www.cumberlandpharma.com.