



**CUMBERLAND PHARMACEUTICALS TAPS INDUSTRY VETERAN  
FOR KEY EXECUTIVE POSITION**

*Martin Cearnal appointed Senior Vice President, Commercial Development*

**NASHVILLE, Tennessee (September 3, 2008)** – Cumberland Pharmaceuticals Inc. has appointed industry veteran **Martin E. Cearnal** as Senior Vice President, Commercial Development. In this newly created position Mr. Cearnal will be directly involved with Cumberland’s commercial strategy and business development initiatives.



Mr. Cearnal brings extensive pharmaceutical experience to his new role. During his 40-year healthcare career, he has been involved with the launches of noteworthy pharmaceutical products including Lipitor<sup>®</sup>, Actos<sup>®</sup>, Intron-A<sup>®</sup>, Straterra<sup>®</sup>, Botox<sup>®</sup> and Humira<sup>®</sup>. He is the former President and Chief Executive Officer of Physicians World, which became the largest provider of continuing medical education before it was sold to Thomson Healthcare in 2000. He continued his affiliation with the company, serving as President of Thomson Physicians World and Executive Vice President of Thomson Medical Education. Mr. Cearnal began his career at Revlon Healthcare, working in a variety of domestic and international marketing positions and eventually serving as the company’s Vice President of Marketing for International Operations. He has been a member of Cumberland's board of directors since 2004.

“We are delighted to have Marty join Cumberland's management team in this important new role,” said A.J. Kazimi, chief executive officer of Cumberland Pharmaceuticals. “His broad knowledge of the pharmaceutical industry and considerable expertise will be a great asset to our company.”

**Cumberland Pharmaceuticals Inc.** is a Tennessee-based specialty pharmaceutical company that develops and markets branded, prescription products for targeted physician segments, including hospital acute care 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](http://www.cumberlandpharma.com).