



**CUMBERLAND PHARMACEUTICALS APPOINTS LEE
PRODUCT DIRECTOR**

Veteran pharmaceutical executive to expand company's marketing efforts

NASHVILLE, Tenn. (January 13, 2009) – Cumberland Pharmaceuticals Inc. is pleased to announce the appointment of **Barry Lee** as Product Director. In this role, Mr. Lee will draw upon his 24 years of pharmaceutical sales and marketing experience to lead the prospective launch and commercialization of new products for the company.



“We are extremely pleased to welcome Mr. Lee to Cumberland's management team,” said A.J. Kazimi, CEO of Cumberland Pharmaceuticals. “As we work to continue to grow the company, we believe Barry’s extensive experience and solid track record of success will be extremely valuable in helping Cumberland deliver promising new products to patients who can benefit.”

Mr. Lee joins Cumberland from Bayer Healthcare Pharmaceuticals where he held a variety of sales and marketing positions during his 24 year tenure. In addition to leading sales training and development efforts, he oversaw the launch of the company’s Yasmin[®] product, which was one of the most successful industry launches of its time, reaching \$92 million in net sales its first year on the market. Under his leadership, the product grew to \$320 million in net sales over a four year period. Mr. Lee is a graduate of Texas A & M University.

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 that improve quality of care for patients. For more information, please visit the Cumberland Pharmaceuticals web site at www.cumberlandpharma.com.

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