

Cumberland Pharmaceuticals Announces New Kristalose(R) Agreement

Monday September 11, 2:25 pm ET

Company acquires full U.S. commercialization rights for the product

NASHVILLE, Tenn., Sept. 11 /PRNewswire/ -- Cumberland Pharmaceuticals announced today it has signed an agreement with Inalco S.p.A. of Italy and its U.S. distributor, Inalco Pharmaceuticals, to assume full commercial responsibility for Kristalose® on an exclusive basis in the United States.

The agreement expands Cumberland's role for the prescription laxative product to full commercialization, including marketing, sales and distribution activities. Cumberland has co-promoted Kristalose since 2002 through an agreement with the product's former owner. In preparation for its expanded role, Cumberland has designed new product packaging, established an experienced field sales force, and is preparing to launch a new marketing campaign.

"We are delighted to acquire these rights to Kristalose," said A.J. Kazimi, CEO of Cumberland Pharmaceuticals. "This new arrangement gives us the opportunity to better communicate the benefits of a product that we believe has significant advantages over competitors, and should allow us to directly impact market share."

"We believe Cumberland Pharmaceuticals is an ideal partner for Kristalose, with an established commercial capability for branded, prescription products in the U.S. and a focus on the gastroenterology market," said Eric Lowe, President of Inalco Pharmaceuticals. "We are confident in their ability to grow this product to make it available to all who can benefit."

Kristalose is a proprietary prescription laxative and the brand name for a unique crystalline form of lactulose. This distinctive formulation of a widely used product is designed to enhance patient acceptance and compliance. The drug competes in a growing \$300 million annual U.S. market.

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.

Source: Cumberland Pharmaceuticals Inc.