

FOR IMMEDIATE DISTRIBUTION



**CALDOLOR® DATA TO BE PRESENTED DURING
CRITICAL CARE CONFERENCE IN MIAMI BEACH, FLORIDA
ON JANUARY 12, 2010**

*Newly available Caldolor® provides intravenous option
for physicians treating pain and fever in hospitalized patients*

Nashville, Tenn., Jan. 5, 2010 – Cumberland Pharmaceuticals Inc. (Nasdaq: CPIX) announced today that data from clinical trials for Caldolor® (*ibuprofen*) Injection, an intravenous formulation of ibuprofen approved to treat pain and fever in adults, will be presented at a Breakfast Satellite Symposium on Tuesday, January 12, 2010 from 6:30 to 8:00 am ET. The symposium, entitled "*New Advances in the Management of Pain and Fever in the Hospital Setting*," will be held at the Fontainebleau Miami Beach Hotel in Miami Beach, Florida during a critical care meeting convening there that week.

Program Description

Caldolor, an ibuprofen injection for intravenous use, was recently approved for the management of mild-to-moderate pain, the management of moderate-to-severe pain as an adjunct to opioids, and the reduction of fever in adults. There is a need for new options to provide intravenous pain relief, or analgesia, in the hospital setting. In addition, access to an effective intravenous antipyretic (fever-reducing) agent allows clinicians to better treat hospitalized patients with fever. Ibuprofen's long history of efficacy and safety make it an important addition to the armamentarium for adult hospitalized patients with pain and/or fever who would benefit from intravenous administration. Clinicians will learn about this new product, which can improve their ability to provide treatment for their patients with pain and/or fever.

Dr. Paul F. White, Professor and Holder of the Margaret Milam McDermott Distinguished Chair in Anesthesiology at UT Southwestern Medical Center and visiting scientist at Cedars Sinai Medical Center, will present data from Cumberland Pharmaceuticals' clinical program for Caldolor in treating pain.

Dr. John T. Promes, Associate Director for Surgical Education at Orlando Regional Medical Center, Assistant Professor of Surgery at the University of Central Florida College of Medicine, and Clinical Assistant Professor in the Department of Surgery at the Florida State University College of Medicine, will present Caldolor data for the treatment of fever in hospitalized patients.

SOURCE: Cumberland Pharmaceuticals Inc.

Caldolor® Data to be Presented During Critical Care Conference in Miami Beach, Florida on January 12, 2010

About Caldolor

Caldolor is indicated for the management of mild to moderate pain and management of moderate to severe pain as an adjunct to opioid analgesics, and for the reduction of fever in adults. It is the first FDA approved intravenous therapy for fever. Caldolor is contraindicated in patients with known hypersensitivity to ibuprofen or other NSAIDs, patients with asthma, urticaria, or allergic type reactions after taking aspirin or other NSAIDs. Caldolor is contraindicated for use during the peri-operative period in the setting of coronary artery bypass graft (CABG) surgery. Caldolor should be used with caution in patients with prior history of ulcer disease or GI bleeding, in patients with fluid retention or heart failure, in the elderly, those with renal impairment, heart failure, liver impairment, and those taking diuretics or ACE inhibitors. Blood pressure should be monitored during treatment with Caldolor. For full prescribing information, including boxed warning, visit www.caldolor.com.

About Cumberland Pharmaceuticals

Cumberland Pharmaceuticals Inc. is a Tennessee-based specialty pharmaceutical company focused on the acquisition, development and commercialization of branded prescription products. The Company's primary target markets include hospital acute care and gastroenterology. Cumberland's product portfolio includes Acetadote® (*acetylcysteine*) Injection for the treatment of acetaminophen poisoning and Kristalose® (*lactulose*) for Oral Solution, a prescription laxative. The Company also recently launched Caldolor® (*ibuprofen*) Injection, the first injectable treatment for pain and fever approved in the United States. Cumberland is dedicated to providing innovative products which improve quality of care for patients. The Company completed the initial public offering of its common stock in August 2009. For more information on Cumberland Pharmaceuticals, please visit www.cumberlandpharma.com.

Investor Contact:

Angela Novak
Cumberland Pharmaceuticals
615-255-0068
investors@cumberlandpharma.com

Media Contact:

Rebecca Kirkham
Lovell Communications Inc.
615-297-7766
rebecca@lovell.com

#