



CUMBERLAND PHARMACEUTICALS APPOINTS SENIOR EXECUTIVES

Nashville, Tenn. (July 7, 2003) - Cumberland Pharmaceuticals Inc. is pleased to announce the appointments of Leo Pavliv as Vice President of Operations, Elizabeth S. Clarke as Director of Business Development, and David L. Lowrance as Director of Accounting.



Mr. Pavliv

Mr. Pavliv brings more than 19 years of experience developing pharmaceutical and biological products to Cumberland. He has worked with both large pharmaceutical and small biotechnology development companies in various scientific and management positions. Mr. Pavliv began his pharmaceutical development career at Parke-Davis and most recently served as Vice President of Pharmaceutical Development at Cato Research, a full-service contract research and development organization in Durham, N.C. He received both his degree in pharmacy and his Masters of Business Administration from Rutgers University. In his new role, Mr. Pavliv will be responsible for a combination of manufacturing, product development, quality affairs and regulatory activities.

Ms. Clarke brings significant pharmaceutical industry experience to her new position. Previously, she served in a number of sales, marketing, and business development roles during her eight years with Eli Lilly and Company, including Senior Manager, Strategic Planning. She received both a Bachelors of Engineering in mechanical engineering and a Masters of Business Administration in marketing from Vanderbilt University. Ms. Clarke will be responsible for evaluating and negotiating product acquisition agreements and coordinating the due diligence process. Ms. Clarke was recently named to *The Tennessean's* "Top 40 Under 40" list.



Ms. Clarke



Mr. Lowrance

Mr. Lowrance brings more than 14 years of accounting and financial experience and expertise in both international business and manufacturing. Prior to joining Cumberland, he spent eight years in the manufacturing sector with two global conglomerates, including four years as Senior Vice President for Icore International, a division of Smiths Group, PLC. Prior to that, Mr. Lowrance worked as a Senior Accountant for Ernst & Young, LLP. He is a Certified Public Accountant and holds a degree in accounting from the University of Georgia. As Director of Accounting, Mr. Lowrance will coordinate all accounting and financial activities, budgeting and forecasting for Cumberland.

"We are excited to welcome three outstanding professionals with such strong experience in their respective fields," said A.J. Kazimi, Cumberland's Chief Executive Officer. "Each will play an important role in taking Cumberland Pharmaceuticals to the next level as we continue to take advantage of opportunities created by the shifting landscape of the pharmaceutical sector."

Cumberland Pharmaceuticals is a Tennessee-based company formed to acquire and market a portfolio of niche pharmaceuticals to specific physician specialties, such as gastroenterology, pulmonology, critical care and emergency medicine. The company also partners with Vanderbilt University and the State of Tennessee in Cumberland Emerging Technologies Inc., which provides Cumberland Pharmaceuticals access to a pipeline of new pharmaceutical products. For more information, visit www.cumberlandpharma.com.