



FOR IMMEDIATE RELEASE

CUMBERLAND PHARMACEUTICALS LAUNCHES U.S. SALES FORCE WITH CARDINAL HEALTH

Nashville, Tenn.— March 14, 2002 — Cumberland Pharmaceuticals Inc. of Nashville, Tenn. announced today a strategic alliance agreement with Cardinal Health, Inc.'s (NYSE:CAH) Pharmaceutical Technologies & Services group. Under the terms of this agreement, Cumberland and Cardinal Health will work together to launch a sales force to promote Kristalose® in the United States and establish national distribution for other Cumberland Pharmaceuticals products. Cumberland Pharmaceuticals is promoting Kristalose® in the U.S. based on an agreement previously announced with Bertek Pharmaceuticals, the branded division of Mylan Laboratories. The drug competes in a growing \$85 million annual U.S. market.

“We are extremely pleased with the establishment of this important relationship with such a strong and well-respected partner like Cardinal Health,” said Cumberland Chief Executive Officer A. J. Kazimi. “It is clear that Cardinal Health’s industry leading reputation and sales expertise provides the best value for both our company and our customers.”

“We are very pleased to be working with Cumberland which has increasing opportunities to acquire rights to branded products,” added Don Wetherhold, President of Cardinal Health Sales and Marketing Services. Together we should be able to drive enhanced success for Kristalose®.”

Cardinal Health will work with Cumberland to develop and manage a Cumberland sales force to promote Kristalose® to physicians throughout the U.S. 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.

Cumberland Pharmaceuticals Inc. is a Tennessee-based company formed to acquire and market a portfolio of niche pharmaceuticals to specific physician segments 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

Cardinal Health, Inc. is a leading provider of products and services supporting the health-care industry. Cardinal Health companies develop, manufacture, package and market products for patient care; develop drug-delivery technologies; distribute pharmaceuticals, medical-surgical and laboratory supplies; and offer consulting and other services that improve quality and efficiency in health care. The company employs more than 49,000 people on five continents and produces annual revenues of more than \$45 billion. For more information visit www.cardinal.com