



Cumberland Pharmaceuticals Ranks as one of the Fastest Growing Companies in North America on Deloitte's 2011 Technology Fast 500™

NASHVILLE, Tenn., Oct. 20, 2011 /PRNewswire/ -- [Cumberland Pharmaceuticals Inc.](#) (NASDAQ: CPIX) today announced that it has been placed on Deloitte's 2011 Technology Fast 500™ list, an annual ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the period from 2006 to 2010. Cumberland Pharmaceuticals grew 158% during this period.

"Cumberland Pharmaceuticals, like all 2011 Technology Fast 500™ companies, has excelled in fostering innovation and channeling it into spectacular growth against the backdrop of one of the most challenging economies in history," said Eric Openshaw, vice chairman and U.S. technology, media and telecommunications leader, Deloitte LLP. "Deloitte recognizes Cumberland for its remarkable accomplishment."

"We are pleased to honor Cumberland Pharmaceuticals as a 2011 Technology Fast 500™ company," said Mark Jensen, managing partner, technology and venture capital services,

Deloitte & Touche LLP. "As one of the fastest growing tech companies in North America, Cumberland has demonstrated excellence in technological innovation, entrepreneurship and rapid growth."

Cumberland Pharmaceuticals' Chief Executive Officer, A.J. Kazimi, credits a commitment to providing differentiated products that help improve patient care as the driving force behind the Company's 158% revenue growth. "We are honored to be recognized among the innovative companies that comprise the 2011 Technology Fast 500 list," said Kazimi. "Our ability to deliver consistent revenue growth while providing real solutions for patients is a testament to the dedication and talent of our team. It is extremely rewarding to be honored by Deloitte for the second year in a row."

About Deloitte's 2011 Technology Fast 500™

Technology Fast 500, which was conducted by Deloitte & Touche LLP, a subsidiary of Deloitte LLP, provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies — both public and private - in North America. Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth from 2006 to 2010. In order to be eligible for Technology Fast 500 recognition, companies must own proprietary intellectual property or technology that is sold to customers in products that contribute to a majority of the company's operating revenues.

Companies must have base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. Additionally, companies must be in business for a minimum of five years, and be headquartered within North America.

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, Caldolor® (*ibuprofen*) Injection, the first injectable treatment for pain and fever approved in the United States, and Kristalose® (*lactulose*) for Oral Solution, a prescription laxative. Cumberland is dedicated to providing innovative products that improve quality of care for patients. For more information on Cumberland, please visit www.cumberlandpharma.com.

Forward-Looking Statements

This press release contains forward-looking statements, which are subject to certain risks and reflect Cumberland's current views on future events based on what it believes are reasonable assumptions. No assurance can be given that these events will occur. As with any business, all phases of Cumberland's operations are subject to factors outside its control, and any one or combination of these factors could materially affect Cumberland's results of operations. These factors include market conditions, competition, an inability of manufacturers to produce Cumberland's products on a timely basis or a failure of manufacturers to comply with regulations applicable to pharmaceutical manufacturers, maintaining an effective sales and

marketing infrastructure and other factors discussed in the Company's 2010 Annual Report on Form 10-K filed with the SEC on March 11, 2011. There can be no assurance that results anticipated by the Company will be realized or that they will have the expected effects. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date hereof. The Company does not undertake any obligation to publicly revise these statements to reflect events after the date hereof.

SOURCE Cumberland Pharmaceuticals Inc.

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