

For Immediate Release



CUMBERLAND PHARMACEUTICALS NAMES BILL HIX DIRECTOR OF HOSPITAL SALES

(Nashville, Tenn.) May 3, 2004 - Cumberland Pharmaceuticals Inc. is pleased to announce the appointment of William Hix as Director of Hospital Sales. In this role, he will lead a new national sales force to promote Acetadote[®], an injectable drug used to treat acetaminophen overdose, to hospitals and poison control centers.

Hix brings significant experience in pharmaceutical sales, marketing and operations to Cumberland, having spent the past 30 years at Novartis/CIBA-GEIGY Pharmaceutical Corporation with responsibilities ranging from sales operations, planning and promotion to marketing support and regulatory compliance. As Director of Sales Operations, he was instrumental in the seamless integration of the sales force during the CIBA/Sandoz merger that formed Novartis. In his position as Director of Institutional Planning and Promotion, Mr. Hix was responsible for the significant expansion of the Novartis Hospital Sales Division, as well as promotional planning for Government and Institutional sales. Hix holds an undergraduate degree in biology from The University of Memphis and an MBA from Our Lady of the Lake University in San Antonio.



“We are pleased to welcome someone with Bill’s depth of experience in sales, marketing and operations management to Cumberland,” said A.J. Kazimi, Cumberland CEO. “His leadership skills and extensive knowledge of the pharmaceutical industry will be instrumental in securing wide availability of Acetadote[®] as well as other hospital products.”

Acetadote[®] (acetylcysteine) Injection will be used in an emergency room setting to treat acetaminophen overdose, the leading cause of drug toxicity in the United States. Administered within 8-10 hours after ingestion of a potentially toxic amount of acetaminophen, Acetadote[®] is indicated to prevent or lessen potential injury to the liver. According to the FDA, more than 56,000 emergency room visits and 100 deaths occur each year due to unintentional overdoses of acetaminophen, a common ingredient in many over-the-counter pain relievers.

Cumberland Pharmaceuticals Inc. is a Tennessee-based company formed to acquire rights to and actively market a portfolio of niche pharmaceuticals to specific physician specialties, such as gastroenterology, critical care, emergency medicine and pulmonology. For more information, visit www.cumberlandpharma.com.