



Richard A. Baxter, M.D., Receives OR Excellence Award for Use of EXPAREL®

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Award recognizes plastic surgeon for "Best Use of Opioid Alternatives"

PARSIPPANY, N.J.--(BUSINESS WIRE)--Oct. 18, 2012-- [Pacira Pharmaceuticals, Inc.](http://www.pacira.com) (NASDAQ: PCRX) today announced that prominent Seattle-based plastic surgeon Richard A. Baxter, M.D., FACS was recognized by *Outpatient Surgery* magazine for his use of EXPAREL® (bupivacaine liposome injectable suspension) for postsurgical pain management. The award for "Best Use of Opioid Alternatives" will be presented during the OR Excellence Conference in Fort Lauderdale, Fla. from October 17 to 19.

An early adopter of [EXPAREL](http://www.exparel.com), Dr. Baxter has been using the non-opioid local analgesic for several months to control postsurgical pain in patients undergoing abdominoplasty and breast augmentation procedures, which he says has reduced his opioid use by at least 50 percent.

"It has always been important to me to stay on the cutting edge of any advances that can help improve my patients' postsurgical experience and control their discomfort during the healing process," said Dr. Baxter, owner and medical director of Richard A. Baxter Plastic Surgery Clinic. "As we know, opioids are effective analgesics, but their associated side effects can pose multiple issues during the recovery process. I have used EXPAREL in more than 35 cases to date and my patients are in remarkably less discomfort, taking fewer opioids and are comfortable enough to begin to ambulate much sooner than we have previously seen."

Also at the OR Excellence conference, Eugene R. Viscusi, M.D., anesthesiologist and director of acute pain management at Thomas Jefferson University in Philadelphia, will speak on emerging options in non-opioid analgesia in a CME presentation.

"As an anesthesiologist and pain specialist, I recognize that pain management begins both before and during the anesthetic - not just after the operation," said Dr. Viscusi. "Although they can be effective analgesics, opioids have problematic side effects. I always try to minimize reliance on opioids with a foundation of non-opioid analgesics such as local anesthetics, like EXPAREL; acetaminophen; and non-steroidal anti-inflammatory agents."

EXPAREL is indicated for administration into the surgical site to produce postsurgical analgesia. Following commercial availability in April, the product has been used in more than 20,000 patients.

About Pacira

Pacira Pharmaceuticals, Inc. (NASDAQ: PCRX) is an emerging specialty pharmaceutical company focused on the clinical and commercial development of new products that meet the needs of acute care practitioners and their patients. The company's current emphasis is the development of non-opioid products for postsurgical pain control, and its lead product, EXPAREL® (bupivacaine liposome injectable suspension), was commercially launched in the United States in April 2012. EXPAREL and two other products have utilized the Pacira proprietary product delivery technology DepoFoam®, a unique platform that encapsulates drugs without altering their molecular structure and then releases them over a desired period of time. Additional information about Pacira is available at <http://www.pacira.com>.

About EXPAREL®

EXPAREL® (bupivacaine liposome injectable suspension) is indicated for administration into the surgical site to produce postsurgical analgesia. The product combines bupivacaine with DepoFoam®, a proven product delivery technology that delivers medication over a desired time period. EXPAREL represents the first and only multivesicular liposome local anesthetic that can be utilized in the peri- or postsurgical setting in the same fashion as current local anesthetics. By utilizing the DepoFoam platform, a single dose of EXPAREL delivers bupivacaine over time, providing analgesia with reduced opioid requirements for up to 72 hours. Pivotal studies have demonstrated the safety and efficacy of EXPAREL in patients undergoing bunionectomy or hemorrhoidectomy procedures and additional studies are underway to further demonstrate the safety and efficacy in other procedures. Additional information is available at www.exparel.com.

Important Safety Information

EXPAREL is contraindicated in obstetrical paracervical block anesthesia. EXPAREL has not been studied for use in patients younger than 18 years of age. Non-bupivacaine-based local anesthetics, including lidocaine, may cause an immediate release of bupivacaine from EXPAREL if administered together locally. The administration of EXPAREL may follow the administration of lidocaine after a delay of 20 minutes or more. Other formulations of bupivacaine should not be administered within 96 hours following administration of EXPAREL. Monitoring of cardiovascular and neurological status, as well as vital signs should be performed during and after injection of EXPAREL as with other local anesthetic products. Because amide-type local anesthetics, such as bupivacaine, are metabolized by the liver, EXPAREL should be used cautiously in patients with hepatic disease. Patients with severe hepatic disease, because of their inability to metabolize local anesthetics normally, are at a greater risk of developing toxic plasma concentrations. In clinical trials, the most common adverse reactions (incidence greater-than or equal to 10%) following EXPAREL administration were nausea, constipation, and vomiting.

Please see the full Prescribing Information for more details available at www.exparel.com.

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