



## Pacira Pharmaceuticals Appoints Robert Weiland as Chief Commercial Officer

April 5, 2016

PARSIPPANY, N.J., April 05, 2016 (GLOBE NEWSWIRE) -- [Pacira Pharmaceuticals, Inc.](#) (NASDAQ:PCRX) today announced the appointment of Robert Weiland to the position of Chief Commercial Officer. Mr. Weiland will be responsible for oversight of the commercial activities for EXPAREL® (bupivacaine liposome injectable suspension), which include marketing, sales, national accounts, training and commercial operations and analytics. Mr. Weiland will report to Jim Scibetta, President and Chief Financial Officer.

"Bob has demonstrated success in building and leading organizations in both biotech and large pharmaceutical firms, and is a powerful addition to the company's management team," said Mr. Scibetta. "He has a proven track record of commercializing pharmaceutical products into successful brands, and has significant commercial experience in the surgical suite."

Prior to joining Pacira, Mr. Weiland held several management roles during a six-year period at Baxter International. Most recently, he was Vice President, Strategy, responsible for leading a multifunctional, global team to rebuild and launch the commercial go-to-market strategy and business model. During his tenure at Baxter, Mr. Weiland also served as Vice President, Corporate Development, responsible for identifying acquisitions or external licensing growth opportunities, and he served as Vice President, Strategy and Portfolio Planning. Prior to Baxter, Mr. Weiland served as Vice President, Commercial Operations and Strategic Analytics, at Takeda Pharmaceuticals. He also spent 14 years at Abbott Laboratories, where he directed marketing and business development strategies to support the Diabetes and Metabolics Franchise, Cardiovascular Business Unit and the Global Pharmaceutical Products Group. He has an MBA from The Wharton School of the University of Pennsylvania.

"I am pleased to join the Pacira management team, which not only has established a strong foundation for the continued commercial success of EXPAREL, but is also developing robust pipeline opportunities leveraging the company's proprietary DepoFoam® platform," said Mr. Weiland. "I look forward to contributing to the corporate vision of providing a non-opioid option like EXPAREL to as many patients as appropriate, and to advancing patient care through the development and commercialization of innovative products for the acute care and hospital environment."

### About Pacira

Pacira Pharmaceuticals, Inc. (NASDAQ:PCRX) is a 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 flagship product, EXPAREL® (bupivacaine liposome injectable suspension), indicated for single-dose infiltration into the surgical site to produce postsurgical analgesia, was commercially launched in the United States in April 2012. EXPAREL and two other products have successfully utilized DepoFoam®, a unique and proprietary product delivery technology that encapsulates drugs without altering their molecular structure, and releases them over a desired period of time. Additional information about Pacira is available at [www.pacira.com](http://www.pacira.com).

### About EXPAREL®

EXPAREL (bupivacaine liposome injectable suspension) is currently indicated for single-dose infiltration 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. By utilizing the DepoFoam platform, a single dose of EXPAREL delivers bupivacaine over time, providing significant reductions in cumulative pain score with up to a 45 percent decrease in opioid consumption; the clinical benefit of the opioid reduction was not demonstrated. Additional information is available at [www.EXPAREL.com](http://www.EXPAREL.com).

### Forward Looking Statements

*Any statements in this press release about our future expectations, plans, outlook and prospects, and other statements containing the words "believes," "anticipates," "plans," "estimates," "expects," "intends," "may" and similar expressions, constitute forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including risks relating to: the success of our sales and manufacturing efforts in support of the commercialization of EXPAREL; the rate and degree of market acceptance of EXPAREL; the size and growth of the potential markets for EXPAREL and our ability to serve those markets; our plans to expand the use of EXPAREL to additional indications and opportunities, and the timing and success of any related clinical trials; the related timing and success of United States Food and Drug Administration supplemental New Drug Applications; the outcome of the U.S. Department of Justice inquiry; our plans to evaluate, develop and pursue additional DepoFoam-based product candidates; clinical studies in support of an existing or potential DepoFoam-based product; our plans to continue to manufacture and provide support services for our commercial partners who have licensed DepoCyt(e); our commercialization and marketing capabilities; our and Patheon UK Limited's ability to successfully and timely construct dedicated EXPAREL manufacturing suites; and other factors discussed in the "Risk Factors" of our most recent Annual Report on Form 10-K for the fiscal year ended December 31, 2015 and in other filings that we periodically make with the SEC. In addition, the forward-looking statements included in this press release represent our views as of the date of this press release. Important factors could cause our actual results to differ materially from those indicated or implied by forward-looking statements, and as such we anticipate that subsequent events and developments will cause our views to change. However, while we may elect to update these forward-looking statements at some point in the future, we specifically disclaim any obligation to do so. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.*

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