



Pacira Pharmaceuticals Unveils Virtual Reality Training Simulation to Enhance Administration Technique Education for EXPAREL® in Total Knee Replacement Surgery

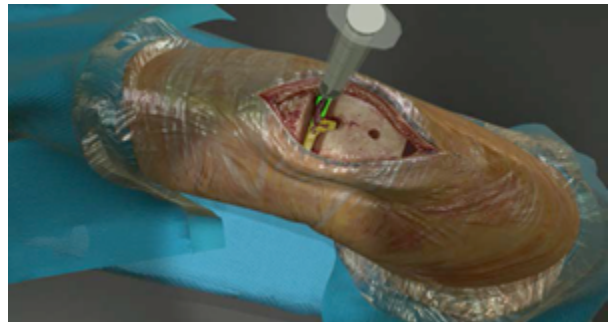
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3D Mobile Simulation Will Also Debut in Pacira Booth #907 at AAHKS 2016

PARSIPPANY, N.J., Nov. 11, 2016 (GLOBE NEWSWIRE) -- Pacira Pharmaceuticals, Inc. (NASDAQ:PCRX) today introduced a revolutionary new virtual reality simulation intended to provide clinicians with an immersive, hands-on training experience to reinforce the recommended technique for administering EXPAREL (bupivacaine liposome injectable suspension) in total knee arthroplasty (TKA) based on the infiltration protocol developed as part of the company's ongoing Phase 4 TKA study. This cutting-edge training tool utilizes virtual reality and real-time haptic feedback technology to create a realistic surgical experience in a risk-free computer-generated environment. It is being unveiled at the 2016 Annual Meeting of the American Association of Hip and Knee Surgeons (AAHKS) in Dallas.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/a13644a0-4e3b-487c-a831-f0d043b4a86a>

Pacira developed the platform in partnership with a steering committee of orthopedic surgeons currently utilizing EXPAREL for their knee replacement patients' postsurgical pain management to ensure the specifics of the infiltration process are appropriately captured and the simulation accurately replicates the real-world clinician experience. Beyond being visually immersed in the virtual infiltration procedure, a haptic stylus enables users to experience the sensation of injecting EXPAREL into varying tissue layers and types. Users receive real-time feedback with visual heat maps showing their actual infiltration results compared to the ideal distribution of EXPAREL throughout the surgical site.



Virtual Reality Simulation

"As a clinician who has experienced first-hand the impact of an enhanced recovery protocol in my total knee arthroplasty patients, I have found the addition of EXPAREL as part of a robust periarticular injection to be instrumental in pain relief and in patients' postsurgical recovery. I was thrilled to be part of the working group who helped refine and perfect this comprehensive commitment to education that Pacira is making," said steering committee member Stan Dysart, MD, who is a practicing orthopedic surgeon at Wellstar Kennestone and Pinnacle Orthopaedics in Marietta, GA. "In my own practice, I saw increasingly optimized and replicable outcomes with EXPAREL as I fine-tuned my infiltration technique to include an appropriate volume of solution, the proper multimodal protocol, and a precise injection technique. I am pleased to help share that insight with my colleagues and their patients alike."

To further support clinician education, Pacira is simultaneously launching a new virtual training engine developed in collaboration with the mobile training platform Touch Surgery. The unique gaming experience is the first of its kind within the extensive Touch Surgery library of modules and provides users with the on-demand ability to practice infiltrating EXPAREL in a TKA by manipulating the exposure and angle of the knee, the angle of the syringe, the location of the injections, and the amount of volume distributed throughout the surgical site, all from the convenience of their smartphone or iPad. The Touch Surgery mobile app is available for free-of-charge download on iTunes, and will soon be released for the Android platform.

AAHKS 2016 attendees are invited to experience the virtual reality platform for themselves by visiting the Pacira booth (#907) at any point over the duration of the AAHKS conference.

EXPAREL is indicated for single-dose administration into the surgical site to produce postsurgical analgesia. Pacira expects results from the Phase 4 randomized, controlled TKA trial (PILLAR) early next year.

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), a non-opioid local anesthetic for postsurgical pain control, 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.

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.

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