

Pacira Pharmaceuticals, Inc. Adds Board Member and Key Senior Management

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Pacira Pharmaceuticals, Inc., an acute care specialty pharmaceutical company, today announced the appointment of a new Board member and the addition of a key senior executive to the company's management team. Gary Pace, Ph.D, joins the Board of Directors as a seasoned biopharmaceutical executive with more than 30 years of experience. Dr. Pace brings his development and commercial experience to Pacira as the founder and past Chairman and CEO of QRx Pharma Ltd (ASX: QRX), as well as holding director and chairman positions for several specialty pharmaceutical companies. Bill Kirkpatrick, Ph.D. joins Pacira as Vice President, Compliance. Dr. Kirkpatrick brings 30 years of medical regulatory and quality assurance experience to Pacira. He has been instrumental in leading several product approvals through the FDA for both specialty pharmaceutical and medical device companies including; Artes Medical, Baxter, Chiron Ophthalmics, and ICN Pharmaceuticals. Dr. Pace joins Pacira's six existing Board members, including Chairman Fred Middleton, Sanderling Ventures; Luke Evnin, Ph.D., MPM Capital; Carl Gordon, Ph.D., Orbimed; John P. Longenecker, Ph.D., Favril; Dave Stack, Pacira President and CEO; and Andreas Wicki, HBM Partners.

Pacira President and CEO Dave Stack stated, "Bill and Gary bring outstanding experience and leadership to Pacira. We expect their contributions to enhance the development and commercialization of DepoBupivacaine™ for post-surgical pain as well as advance our clinical pipeline of DepoFoam® technology-based products. With the expertise resident in our Board and our management team, we are well positioned to grow our proprietary product portfolio and our company, and thereby build significant value for patients, partners and all our stakeholders."

About Pacira

Pacira is an acute care specialty pharmaceutical company with a primary focus on developing products which satisfy the needs of our customers in the institutional marketplace. The Company utilizes DepoFoam® delivery technology to cost-effectively improve patient care through enhanced dosing and administration profiles. Currently, the Company is developing DepoBupivacaine™ in phase III clinical studies for postsurgical pain. Revenues are generated from two approved products which are marketed by partners: DepoCyt® for lymphomatous meningitis and DepoDur® for post-surgical pain. Additional information about Pacira is available at www.pacira.com.

This press release contains forward looking statements, which involve risks and uncertainties within the meaning of the Private Securities Litigation Reform Act of 1995. There can be no assurance that actual results will not differ materially from the forward looking statements discussed in this press release. These forward looking statements include risks and uncertainties that current or future collaboration will prove to be commercially successful.