Pacira Pharmaceuticals, Inc. Announces Data Presentations at the 38th Annual Meeting & Exposition of the Controlled Release Society

August 2, 2011

Data Demonstrate the Safety of DepoFoam®; Key Delivery Technology Used in EXPAREL™

PARSIPPANY, N.J., Aug. 2, 2011 /PRNewswire via COMTEX/ --

Pacira Pharmaceuticals, Inc. (Nasdaq: PCRX), an emerging specialty pharmaceutical company, today announced that new preclinical data evaluating the safety of DepoFoam® with DEPC (a novel excipient) will be presented in two podium sessions at the 38th Annual Meeting & Exposition of the Controlled Release Society (CRS) in National Harbor, Md. DepoFoam is Pacira's proprietary, extended release drug delivery technology, which is a key component of EXPAREL™ (bupivacaine extended-release liposome injection), the company's lead investigational product candidate for postsurgical pain management.

The first abstract, titled "Quantitative WholeBody Autoradiography Following Single Subcutaneous Injection of [114C] 2erucoyl)DEPC DepoFoam Formulation in Rats," will be presented on Tuesday, August 2, 2011, at 4:30 p.m. EDT. The second abstract, titled "Safety Evaluation of a Novel Pharmaceutical Excipient (DEPC) in EXPAREL, an Extended-Release Liposomal Formulation of Bupivacaine," will be presented on Tuesday, August 2, 2011, at 5 p.m. EDT. Both abstracts are being presented at a major medical meeting for the first time.

"These new data add to the growing body of evidence supporting the safety of DepoFoam as a proprietary, extended release drug delivery technology," said David Stack, president and chief executive officer of Pacira Pharmaceuticals, Inc. "As DepoFoam is the carrier vehicle for our lead product candidate, EXPAREL, these presentations mark another important safety milestone for the clinical community. We believe these data, combined with the other positive clinical and pre-clinical data we have previously presented, further validate the potential safety and utility of EXPAREL in postsurgical pain management, should it be approved by the Food and Drug Administration (FDA) later this year."

For more information or to view the full abstracts, please visit the scientific presentations page located in the investors and media section on the Pacira website at http://www.pacira.com/.

About Pacira

Pacira Pharmaceuticals, Inc. is an emerging specialty pharmaceutical company focused on the development, manufacture and commercialization of novel pharmaceutical products, based on its proprietary DepoFoam drug delivery technology, for use in hospitals and ambulatory surgery centers. In December 2010, Pacira announced that its New Drug Application (NDA) for EXPAREL, the company's most advanced investigational product candidate, had been accepted for filing by the U.S. Food and Drug Administration (FDA). The FDA has assigned a Prescription Drug User Fee Act (PDUFA) goal date of October 28, 2011 for the review of the EXPAREL NDA. EXPAREL is a bupivacaine-based product and has completed extensive Phase 3 clinical development for postsurgical analgesia by infiltration. EXPAREL consists of bupivacaine encapsulated in DepoFoam, which is designed to address the limitations of widely used medications by enhancing their dosing and/or administration profile. Additional information about Pacira is available at http://www.pacira.com/.

About EXPAREL™

EXPAREL is Pacira's proprietary drug candidate consisting of bupivacaine encapsulated in DepoFoam®, both of which are currently used separately in FDA-approved products. Bupivacaine is a well-characterized anesthetic/analgesic that has an established safety profile with more than 20 years of use in the United States. Market data indicate that there is an unmet medical need for a longer-acting anesthetic/analgesic for postsurgical pain management. Several Phase 2 and Phase 3 clinical trials have been completed for EXPAREL and suggest statistically significant reduction of pain in soft tissue and orthopedic surgery in different surgical models. Clinical data from Phase 3 trial 316 suggest that EXPAREL provides analgesia for up to 72 hours post-surgery, the primary endpoint for the trial. The safety of EXPAREL was evaluated in 10 randomized, double-blind, local administration into the surgical wound clinical studies involving 823 patients; the most common adverse events following EXPAREL administration were nausea, constipation, and vomiting.

About DepoFoam®

DepoFoam is Pacira's proprietary, extended release drug delivery technology, and is a key component of the company's investigational product candidate, EXPAREL (bupivacaine extended-release liposome injection). DepoFoam consists of microscopic spherical particles composed of a honeycomb-like structure of numerous internal, aqueous chambers containing an active drug ingredient. Its unique technology enables the release of an encapsulated drug over a desired period of time, from 1 to 30 days.

Forward Looking Statements

Any statements in this press release about our future expectations, plans and prospects, including statements about EXPAREL's potential, and other statements containing the words "believes," "anticipates," "plans," "expects," 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 timing of, and our ability to obtain regulatory approval of EXPAREL; the timing of our anticipated commercial launch 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 commercialization and marketing capabilities; and other factors discussed in the "Risk Factors" section of our Annual Report on Form 10-K for the year ended December 31, 2010, 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. 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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