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**PERNIX THERAPEUTICS TO REPORT SECOND QUARTER 2010 RESULTS
ON AUGUST 16, 2010**

Conference Call Scheduled for August 18, 2010 at 11:00 AM EDT

MAGNOLIA, Texas, August 12, 2010 – Pernix Therapeutics Holdings, Inc. (NYSE Amex: PTX) today announced that it will release its second quarter 2010 financial results following the close of the market on Monday, August 16, 2010, and will host a conference call to discuss the results and provide a general business update at 11:00 AM EDT on Wednesday, August 18, 2010.

The conference call will feature remarks by Cooper Collins, President and Chief Executive Officer, and Tracy Clifford, Chief Financial Officer. To participate in the conference call, please dial (877) 874-1569 (domestic) or (719) 325-4753 (international). Participants can reference the Pernix Therapeutics Second Quarter Earnings Call or passcode 1149288. Please dial in approximately 5 minutes prior to the call.

The conference call will also be available via a live listen-only webcast and can be accessed through the Investor Relations section of the Company's website, www.pernixtx.com. Please allow extra time prior to the call to visit the Company's website and download any software that may be needed to listen to the webcast.

A replay of the conference call will be available through August 25, 2010, at (888) 203-1112 (domestic) or (719) 457-0820 (international). The passcode for the replay is 1149288. An online archive of the webcast will be available on the Company's website for 30 days following the call.

About Pernix Therapeutics

Pernix Therapeutics Holdings, Inc. is a specialty pharmaceutical company primarily focused on serving the needs of the pediatric marketplace. Commercially-proven branded product families include CEDAX®, Brovex™, Aldex®, Pediatex®, ReZyst™, QuinZyme™ and Z-Cof®. The company was originally founded in 1999 and is based in the Houston, TX metropolitan area. Additional information about Pernix is available on the Company's website located at www.pernixtx.com.

This press release may contain forward looking statements with regard to the future performance of the Company. The Company wishes to caution readers not to place undue reliance on any forward-looking statements, which speak only as of the date made. No assurances can be given regarding the future performance of the Company. The Company wishes to advise readers that factors could affect the Company's financial performance and could cause the Company's actual results for future periods to differ materially from any opinions or statements expressed with respect to future periods in any current statements. The Company does not undertake, and specifically declines any obligation, to publicly release the result of any revisions which may be made to any forward-looking statements to reflect events or circumstances after the date of such statements or to reflect the occurrence of anticipated or unanticipated events.

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