



For Immediate Release

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**Pernix Therapeutics to Ring New York Stock Exchange
Closing Bell[®] on January 12, 2011**

MAGNOLIA, Texas, January 11, 2011 – Pernix Therapeutics Holdings, Inc. (NYSE Amex: PTX) (“Pernix”), an integrated specialty pharmaceutical company focused primarily on the pediatric market, today announced that its President and Chief Executive Officer, Cooper Collins, will ring the Closing Bell[®] at the New York Stock Exchange at 4:00 pm ET on Wednesday, January 12, 2011.

“On behalf of our Board of Directors and employees, we are honored by our selection to participate in the Closing Bell ringing ceremony at the New York Stock Exchange,” said Mr. Collins. “This event is an important milestone for our company as it allows us to highlight our relationship with the world’s preeminent stock exchange, as well as our continued success in growing a strong portfolio of pediatric pharmaceuticals since going public in March of 2010. Notably, we have acquired and launched Cedax, an antibiotic indicated for middle ear infections, to pediatricians through our U.S. sales force, consolidated our interest in a profitable generics business and established a joint venture to fund the late stage clinical development of our innovative theobromine-based cough suppressant in Europe and the U.S.”

A live webcast of The Closing Bell (beginning at 3:59 pm ET) will be available on the NYSE homepage of <http://www.nyse.com>. Pernix will also be highlighted on the NYSE website on January 12, 2011.

About Pernix Therapeutics

Pernix Therapeutics Holdings, Inc. is an integrated specialty pharmaceutical company primarily focused on serving the needs of the pediatric marketplace. Commercially-proven branded product families include CEDAX[®], Brovex[®], Aldex[®], Peditex[®], 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.

Cautionary Notice Regarding Forward-Looking Statements

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.