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**PERNIX THERAPEUTICS HOLDINGS TO REPORT THIRD QUARTER 2010
RESULTS ON NOVEMBER 12, 2010**

Management to Host a Conference Call at 11:00 AM ET

MAGNOLIA, Texas, November 1, 2010 – Pernix Therapeutics Holdings, Inc. (NYSE Amex: PTX), an integrated specialty pharmaceutical company primarily focused on the pediatric market, today announced that it will release its third quarter 2010 financial results during pre-market hours on Friday, November 12, 2010, and will host a conference call at 11:00 AM ET to discuss the results.

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 (800) 474-8920 (domestic) or (719) 325-2161 (international). Participants can reference the Pernix Therapeutics Third Quarter Earnings Call or passcode 4054441. 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 November 19, 2010, at (888) 203-1112 (domestic) or (719) 457-0820 (international). The passcode for the replay is 4054441. 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 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.

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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