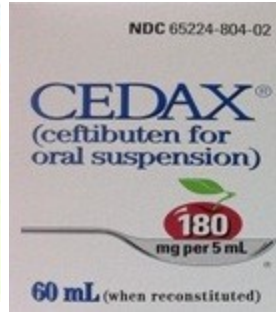


About Pernix Therapeutics (NYSE Amex: PTX)

PTX
LISTED
NYSE
AMEX

Pernix Therapeutics Holdings, Inc. is a specialty pharmaceutical company focused on the sales, marketing and development of branded and generic pharmaceutical products primarily for the pediatric market. The Company's pediatric products, designed to improve the health and well-being of children, are focused in the specific areas of allergy, upper respiratory, including nasal, chest congestion and cough, antibiotics and dermatology, including head lice, and contact dermatitis. The Company promotes its products through a sales and marketing organization with approximately 55 sales representatives, primarily in highly populated states, targeting pediatric and high-prescribing physicians that are in the top decile of physicians that prescribe its products. The Company's current operating plan focuses on maximizing sales of its existing product portfolio. In addition, Pernix plans to accelerate growth by launching new products, line extensions, and new formulations and by acquiring and licensing approved products.

Founded in 1997, the Company is headquartered in The Woodlands, TX.



For Head Lice...
Natroba: Now!

The first FDA-approved prescription head lice treatment that does not require combing and in clinical trials demonstrated superior efficacy* to Nix® (permethrin 1%).

Diversified Business Strategy Focused on the Following Key Areas:

Branded Prescription Pediatric Products



Additional growth opportunities in pediatrics.

Generics Business Platform Focused on Niche Markets



Acquired Macoven Pharmaceuticals in September 2010, launched 11 generics in 2010.

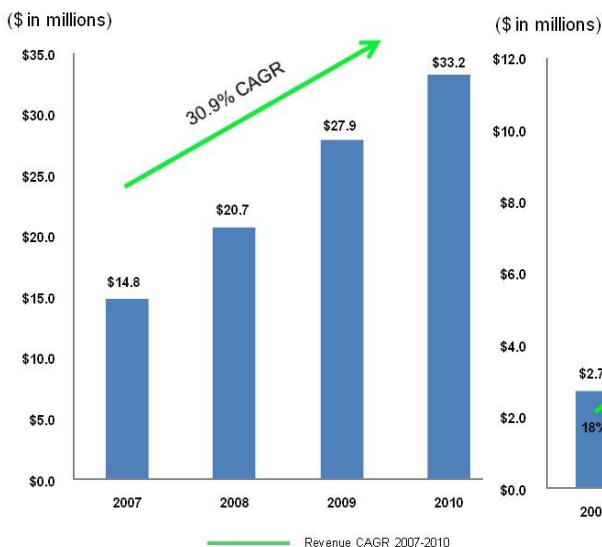
Low Risk Development Strategy

Maximize Theobromine, a codeine-free cough suppressant, via joint venture with SEEK; Phase III expected to begin in Europe in the 2nd half of 2011.

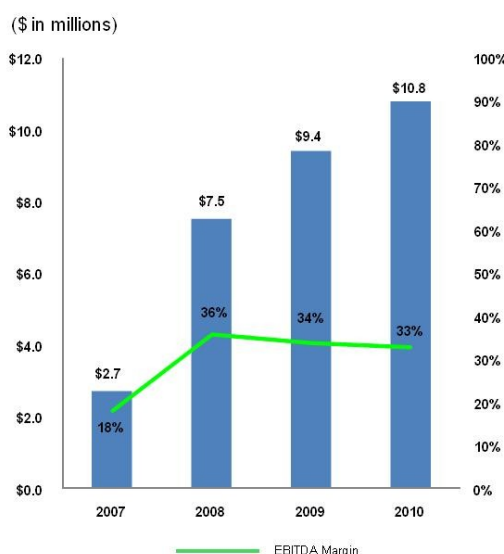
Solid Revenue and EBITDA Growth:

Company Information:

Net Sales Growth



EBITDA Growth



Pernix Therapeutics Holdings

10003 Woodloch Forest Drive
The Woodlands, Texas 77380
Phone: 800-793-2145 ext. 3002
www.pernixtx.com

Exchange:	NYSE Amex
Ticker:	PTX
Price:	\$8.91
Market Cap:	\$202 M
52-week high:	\$13.23
52-week low:	\$2.60
Shares outstanding:	22.7 M
Fiscal year end:	December 31
Cash (As of 3/31/11):	\$13.0 M

(All stock price and market cap data as of July 6, 2011)

Key Products:

CEDAX[®]
(ceftibuten capsules/oral suspension)

- Cedax is a third generation oral cephalosporin indicated for the treatment of mild to moderate acute bacterial exacerbations of chronic bronchitis, middle ear infection.
- Over 5 million cases of middle ear infections occur annually in children, which resulted in 10 million antibiotic prescriptions per year.
- Middle ear infection is the most common illness experienced by babies and young children and number one cause of consultations with physicians.
- Launched 180 mg formulation in January 2011.

Natroba[™]
(spinosad) Topical Suspension, 0.9%

- Natroba (spinosad), branded prescription treatment for head lice approved by the FDA and launched in August 2011.
- The US Centers for Disease Control and Prevention estimates between 6 to 12 million cases of head lice infestations each year.
- Natural non-neurotoxic treatment, no nit combing required, significantly more effective than Permethrin 1% (Nix) in two Phase III studies.

ALDEX[®]D **BröveX[™]**

Pediatex[®] TD

- Aldex, Brovex and Pediatex are oral antihistamine/decongestant/antitussive (cough suppressant) combinations indicated for the treatment of allergies and symptoms of the common cold.
- Over 35 million people have Allergic Rhinitis.
- Cough and Cold sector annual sales in excess of \$2 billion.

Development Pipeline:

Theobromine

- Theobromine is a medical food candidate which is naturally present in all cocoa products and is an existing human metabolite of caffeine.
- Has been shown to suppress cough by acting on the vagus nerve.
- Entered into a joint venture with SEEK for the development of Theobromine.
- Phase III clinical trials in Europe expected to begin in the second half of 2011.

Investment Highlights:

- Swift, nimble and agile company with the ability to capitalize on new opportunities quickly
- Demonstrated success with consistent revenue growth (30.3% 3-year CAGR) and high EBITDA margins (32.5% in 2010)
- Highly effective 55 person sales force able to adapt quickly to launch and promote existing and new products
- Current growth drivers: Cedax, Macoven (generics) and Natroba
- Successful track record of acquisitions, in-licensing's and co-promotions which has broadened and diversified product portfolio
- Potential expansion within pediatrics and other therapeutic areas
- Seasoned management team with approximately 60 years of combined experience at pharmaceutical companies

Strategic Plan for Future Growth:

Near-Term

Leverage current sales force and grow sales of Cedax, Macoven; Launch Natroba; Maximise value of Theobromine

Medium-Term

Identify new collaborations and accretive acquisitions within pediatrics

Long-Term

Develop new products; Expand into new markets beyond pediatrics to leverage core expertise

The information in this document may include forward-looking statements. All statements, other than statements of historical facts, which address activities, events or developments that the Company expects or anticipates will or may occur in the future, are forward-looking statements. These statements are subject to risks and uncertainties, which could cause actual results and developments to differ materially from these statements. A complete discussion of these risks and uncertainties is contained in the Company's reports and documents filed from time to time with the Securities and Exchange Commission. We disclaim any obligation or intent to update or revise any forward-looking statements in order to reflect events or circumstances after December 31, 2010.