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Cold-EEZE(R) Sponsors Interactive Improv-Ice Skating Show on NBC Stations November 21st

Special Tie-In Promotion Allows Viewers Who Vote for the Best Improvised Skating Performance to Enter a Free Contest With Grand Prize Valued at up to \$5,000

DOYLESTOWN, PA -- (MARKET WIRE) -- 11/18/10 -- ProPhase Labs, Inc. (NASDAQ: PRPH), makers of the Cold-EEZE® brand of cold remedies, announced today it will be the title sponsor of the Cold-EEZE Improv-Ice show airing on NBC stations Sunday, November 21st from 4:00-6:00pm EST. In Cold-EEZE Improv-Ice, National Champion figure skaters will try to earn the coveted title of Cold-EEZE Best Improv-Ice Skater. The skaters will improvise skating routines to songs by Foreigner, the classic rock group with 16 top 30 hits. Foreigner will perform live for the skaters.

Cold-EEZE is also rewarding viewers who vote with an online contest that is free to enter. As soon as a viewer votes, he or she will be invited to enter a quick contest through the contest application on the Facebook Platform which can be found in the "Caption Contest" tab on the Cold-EEZE Page on Facebook. Participants will be asked to provide a clever caption for an ice skating photo. First prize is an unforgettable trip valued at up to \$5,000 for four to The Brian Boitano Skating Spectacular in Sioux City, Iowa in December. The trip will include accommodations at the Hilton Garden Inn - Sioux City Riverfront, and VIP passes to go backstage to spend time with Brian Boitano and many of the other world renowned ice skaters and entertainers.

"These skaters are incredible, world-class athletes," said Ted Karkus, CEO of ProPhase Labs. "Often in sports, the greatest moments are unexpected, and asking athletes to improvise is one way to create great unexpected moments. And fun ones too!"

As part of the title sponsorship of Cold-EEZE Improv-Ice, Mr. Karkus will be interviewed by world renowned skaters Sasha Cohen, Rachael Flatt and Brian Boitano in vignettes to be aired during the broadcast. Some of these interviews will air on additional NBC skating shows during the 2010-11 season as well as on rebroadcasts on the Hallmark channel.

"Ice-skating viewers fall into our Cold-EEZE target demographic," said Mr. Karkus. "The season is right and this has been a perfect project to have a lot of fun with. The vignettes do a great job of telling the Cold-EEZE story."

Competitors in Cold-EEZE Improv-Ice include 2010 Olympic Gold Medalist and 2009 World Champion Evan Lysacek, 2006 Olympic Silver Medalist and two-time World Silver Medalist Sasha Cohen, 2008 World Champion and 2006 Olympic Bronze Medalist Jeffrey Buttle,

2010 Olympic Bronze Medalist and 2009 World Silver Medalist Joannie Rochette, 2009 and 2010 U.S. National Champion and 2010 Winter Olympian Jeremy Abbott, 2010 U.S. Champion and 2010 Winter Olympian Rachael Flatt, 2009 U.S. Champion Alissa Czisny and 2007 U.S. Silver Medalist Ryan Bradley.

The skaters will not know which Foreigner hit has been selected for them until just before performing. TV viewers will have the opportunity to vote at www.coldeeze.com for the skater they feel performed the most creative routine. The voting results will be announced by Brian Boitano on the last televised special of the NBC Skating Series, starring Riverdance, on February 19, 2011.

About ProPhase Labs

ProPhase Labs is a diversified natural health medical science company. It is a leading marketer and manufacturer of the Cold-EEZE® family of lozenges and sugar free tablets clinically proven to significantly reduce the severity and duration of the common cold. Cold-EEZE customers include leading national wholesalers and distributors, as well as independent and chain food, drug and mass merchandise stores and pharmacies. ProPhase Labs has several wholly owned subsidiaries including a manufacturing unit, which consists of an FDA approved facility to manufacture Cold-EEZE lozenges and fulfill other contract manufacturing opportunities. ProPhase also owns 50% of Phusion Laboratories, LLC ("Phusion"). Phusion licenses a revolutionary proprietary technology that has the potential to improve the delivery and/or efficacy of many active ingredients or compounds. The joint venture plans to formulate and test products to exploit market opportunities within ProPhase's robust OTC distribution channels.

For more information, visit www.ProPhaseLabs.com.

Forward-Looking Statements

Certain statements in this press release are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and involve known and unknown risk, uncertainties and other factors that may cause the Company's actual performance or achievements to be materially different from the results, performance or achievements expressed or implied by the forward-looking statement. Factors that impact such forward-looking statements include, among others, changes in worldwide general economic conditions; government regulations; the ability of our new management to successfully implement our business plan and strategy; our ability to fund our operations including the cost and availability of capital and credit; our ability to compete effectively including our ability to maintain and increase our market share in the markets in which we do business; and our dependence on sales from our main product, Cold-EEZE, and our ability to successfully develop and commercialize new products.

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