

February 8, 2011



Cold-EEZE(R) Launches Fun Facebook Personality Quiz to Benefit American Heart Association

DOYLESTOWN, PA -- (MARKET WIRE) -- 02/08/11 -- ProPhase Labs, Inc. (NASDAQ: PRPH), makers of the Cold-EEZE brand of cold remedies, announced today that it is launching a Facebook personality quiz to benefit the American Heart Association (AHA). For each Facebook fan who takes the "What's Your Cold-EEZE Flavor?" personality quiz, Cold-EEZE will donate \$1 to the AHA (up to \$2,500).

The quiz launch date is scheduled to coincide with the Hallmark Channel February 8th, 6pm and February 14th 4am broadcasts of Cold-EEZE Skate for the Heart. Skate for the Heart is a Cold-EEZE-sponsored skating show that also benefits the American Heart Association.

The show, which features a dozen world-class figure skaters as well as American Idols Ruben Studdard and David Archuleta, is dedicated to raising awareness about heart health and the American Heart Association. (<http://www.heart.org/>) "We are so proud to support these world-class skaters and the critical heart health cause," said Ted Karkus, CEO of ProPhase Labs.

The "What's Your Cold-EEZE Flavor?" Quiz, which will be posted on Cold-EEZE's Facebook fan page ([Facebook.com/ColdEEZE](https://www.facebook.com/ColdEEZE)) and be available until February 18th, asks its respondents five short questions to determine which of the seven Cold-EEZE flavor profiles their personality matches best: Cherry, Honey Lemon, Strawberries & Cream, Tropical Orange, Lemon Lime, Mint Frost and Sugar Free Pomegranate. The results of the quiz can be posted on users' profiles and users can also invite their friends to participate.

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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CONTACT

Media Relations
Carolina Fowler
Refine+focus
(781) 483-4023

Investor Relations
Ted Karkus
Chairman and CEO
ProPhase Labs, Inc.
(215) 345-0919 x 0

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