

March 9, 2011



## ProPhase Labs to Release Fourth Quarter/Year-End Results on Tuesday, March 15th

DOYLESTOWN, PA -- (MARKET WIRE) -- 03/09/11 -- ProPhase Labs (NASDAQ: PRPH) announced today that financial results for the fiscal 2010 fourth quarter, ended December 31, 2010, will be released before the market opens on Tuesday, March 15, 2011. An earnings conference call will be held later that morning at 11:00 AM. ProPhase Labs Chairman and CEO, Ted Karkus, and COO/CFO Robert Cuddihy will provide a Company overview including a review of activities and fourth quarter and year-end results. There will be a question and answer session following initial remarks.

The conference call will be webcast live at [http://us.meeting-stream.com/prophaselabsinc\\_031511](http://us.meeting-stream.com/prophaselabsinc_031511) at 11:00 AM (EDT) on Tuesday, March 15, 2010.

Participants wishing to ask questions may access the live call by dialing (877) 217-6026 Conference ID # 50736554. A replay of the conference call will be available for 90 days on the Company web site at [www.prophaselabs.com](http://www.prophaselabs.com).

### *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 clinically proven to significantly reduce the severity and duration of the common cold. Cold-EEZE customers include leading national retailers, chain food, drug and mass merchandise stores, wholesalers and distributors, as well as independent pharmacies. ProPhase Labs has several wholly owned subsidiaries including a manufacturing unit, which consists of an FDA registered 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. Phusion will formulate and test products to exploit market opportunities within ProPhase's robust OTC distribution channels.

For more information visit us at [www.ProPhaseLabs.com](http://www.ProPhaseLabs.com).

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