Cold-EEZE® Sponsors Skate for the Heart Show on NBC Stations January 16th

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Press Release

DOYLESTOWN, Pennsylvania – January 13, 2011. 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 Skate for the Heart” show airing on NBC stations this coming Sunday, January 16th from 4:00-6:00pm EST. The show, which features a dozen world-class ice skaters as well as vocal group Straight No Chaser and American Idol singers Ruben Studdard and David Archuleta, is dedicated to raising awareness about heart health and the American Heart Association.

The show will be hosted by Olympic medalist Michelle Kwan as well as Olympic medalist Peggy Fleming, who is a strong advocate for heart health. Fleming’s father suffered a fatal heart attack one week before she won the Olympic Gold Medal. Her sister also recently passed away of a heart ailment. “Cold-EEZE Skate for the Heart” links the passion and excitement of the Olympic spirit with the important message of living a healthy life while raising awareness of heart disease.

"Cold-EEZE Skate for the Heart" world class skaters include Joannie Rochette, Sasha Cohen, Rachael Flatt, Jeremy Abbott, Johnny Weir and Ryan Bradley as well as dance and pair figure skaters Tanith Belbin and Ben Agosto and Caydee Denney and Jeremy Barrett.

2010 Olympic Bronze Medalist Joannie Rochette won over the hearts of her home nation of Canada and millions more who watched her perform at the Winter Games in Vancouver. Her mother passed away due to a heart attack shortly before her beautiful and emotional performance which was one of the standout moments of the Winter Games and earned Rochette a 2010 ESPY nomination.

"We are so proud to support these world-class skaters and the critical heart health cause," said Ted Karkus, CEO of ProPhase Labs. "We are also huge fans of the amazing singers in the show."

As part of the title sponsorship of “Cold-EEZE Skate for the Heart,” Mr. Karkus will be interviewed by world renowned skaters Sasha Cohen, Rachael Flatt and Brian Boitano in four spots to be aired during the broadcast. Some of these spots will also air on rebroadcasts on the Hallmark Channel on February 8 and 15 during National Heart Awareness Month.

"Ice-skating viewers fall into our Cold-EEZE core target demographic, so this is a great fit," said Mr. Karkus. "But one of the things I have found so exciting about our involvement with these ice shows, is personally learning about how many of the skaters and entertainers use Cold-EEZE. So many performers rely on Cold-EEZE to get well sooner. We, at ProPhase Labs, are really proud of that fact."

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.