



Acura Pharma Exhibits its Leading Abuse-Deterrent Technology at the 2015 National Association Chain Drug Store Total Store Expo (NACDS TSE)

PALATINE, IL, August 20, 2015 – [Acura Pharmaceuticals, Inc.](http://www.acurapharm.com) (NASDAQ: ACUR), a specialty pharmaceutical company developing products intended to address medication abuse and misuse, today announced that the Company will highlight the commercial and public health advantages of its #1 pharmacist-recommended abuse deterrent decongestant, NEXAFED®, a meth-resistant pseudoephedrine (PSE) brand using IMPEDE® Technology, at the 2015 National Association Chain Drug Store Total Store Expo (NACDS TSE), held August 22 – 25 in the Colorado Convention Center.

Conference attendees visiting Acura's exhibitor booth, **#1845**, will also have an opportunity to speak with Acura executives about the Company's extended portfolio of abuse-deterrent technologies and products, and how these products fill an important need for pharmacists, chain retail pharmacies and public health.

Bob Jones, President and CEO of Acura Pharmaceuticals said, "In recent months, our company has received a robust vote of confidence as a leader in abused-deterrent technology from both the investment community and from leading pharmaceutical companies. Now, more than ever, pharmacists, retailers, and pharmaceutical companies are increasingly aware of the vital role meth-resistant technologies can play in safeguarding public health without sacrificing customer access to products containing PSE."

Mr. Jones continued, "We are tremendously excited to exhibit at NACDS TSE where we look forward to exploring retail partnerships and licensing opportunities, and sharing with visitors the advancements of our commercialized products and abuse-deterrent technologies.

Booth Details and Products

NEXAFED® and IMPEDE®

- NEXAFED® is shown to be bioequivalent to Sudafed®ⁱ, relieving nasal congestion due to the common cold, hay fever, or other upper respiratory allergies with the added benefit of meth-deterrent technology.
- Acura's IMPEDE® Technology platform is used in NEXAFED® to block the extraction and significantly limit conversion of PSE into the illicit drug methamphetamine. This technology has also been licensed by a major consumer healthcare company. For more information about Nexafed, visit <http://nexafed.com>.

Acura's Portfolio of Abuse-Deterrent Technologies and Products

- OXAYDO™ is an FDA approved, abused-deterrent immediate release oxycodone product indicated for the management of acute and chronic, moderate to severe pain where the use of an opioid analgesic is appropriate. The product gains its abuse-deterrent properties from Acura's [AVERSION™ Technology](#) and will be commercialized by Egalet Pharmaceuticals by Q4 2015
- [LIMITX™](#) is a novel formulation of common pharmaceutical ingredients intended to address abuse by excess oral consumption of multiple tablets.

Attendees are encouraged to visit Acura at booth **#1845**. For more information about Acura Pharmaceuticals, please visit: <http://acurapharm.com>. For more information about NACDS TSE, please visit: <http://tse.nacds.org/>.

About NACDS Total Store Expo

The NACDS 2015 Total Store Expo is a tradeshow and senior-level conference blended into a powerful appointment-based show. Retailers and suppliers will find innovative and cutting-edge programming designed to promote strategic and tactical collaboration across departments within their companies. This year's NACDS Total Store Expo will be held August 22-25 in Denver, Colorado.



About Acura Pharmaceuticals

Acura Pharmaceuticals is a specialty pharmaceutical company engaged in the research, development and commercialization of product candidates intended to address medication abuse and misuse, utilizing its proprietary LIMITX™, AVERSION® and IMPEDE® Technologies. LIMITX contains ingredients that are intended to reduce or limit the rate or extent of opioid release when multiple tablets are ingested.

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ⁱ <http://informahealthcare.com/doi/abs/10.3109/00952990.2013.821476>