



China Pharma Holdings, Inc.

China Pharma Holdings, Inc. Retains CCG Investor Relations

HAIKOU CITY, China, April 29 /PRNewswire-Asia-FirstCall/ -- China Pharma Holdings, Inc. (NYSE Amex: CPHI) ("China Pharma" or the "Company"), a leading fully-integrated specialty pharmaceuticals company in China, today announced that it has retained CCG Investor Relations to design and execute its investor relations campaign.

"We look forward to working with CCG to establish more effective and transparent communications channels with the U.S. investment community," said Ms. Zhilin Li, Chief Executive Officer and President of China Pharma. "By leveraging CCG's unique global platform, extensive investor network and expertise, we hope to raise our profile among investors by clearly defining and articulating our compelling business strategy and growth outlook. We plan to continue to deliver consistent and superior results to return value to our shareholders."

China Pharma offers a portfolio of 20 generic and brand prescription drugs through its national distribution network covering 30 municipalities and provinces throughout China. The Company's experienced management team is committed to investing in its product portfolio to commercialize and launch new products that can drive sustainable long-term growth. The Company boasts eight Good Manufacturing Production (GMP) certified product lines and has the ability to manufacture drugs in a variety of dosage forms, including freeze dried, liquid injectables, capsules, tablets and granules. China Pharma is well positioned to benefit from China's rapidly growing pharmaceutical market and implementation of the unprecedented government-led healthcare reform to provide universal healthcare coverage.

For the year ended December 31, 2009, China Pharma's revenue increased 21% year-over-year to \$61.7 million and net income rose 13% year-over-year to \$20.2 million. The Company expects revenue to grow 20% to 25% in 2010.

"China Pharma has distinguished itself in the industry by building a superior business model and focusing on high-margin quality products," said Crocker Coulson, President of CCG Investor Relations. "The Company differentiates itself from peers by executing with their strategy to capture high margin, high quality pharmaceutical products and make strategic acquisitions to enhance opportunities to gain market share. We are confident that China Pharma will continue deliver robust growth in the years ahead and look forward to assisting the Company to extend its execution track record."

About China Pharma Holdings, Inc.



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China Pharma Holdings, Inc. is a rapidly growing specialty pharmaceutical company that develops, manufactures and markets a diversified portfolio of products focused on conditions with a high incidence and high mortality rates in China, including cardiovascular, CNS, infectious, and digestive diseases. The Company's cost-effective, high margin business model is driven by market demand and supported by eight scalable GMP-certified product lines covering the major dosage forms. In addition, the Company has a broad and expanding nationwide distribution network across 30 provinces, municipalities and autonomous regions. The Company's wholly owned subsidiary, Hainan Helpson Medical & Biotechnology Co., Ltd., is located in Haikou City, Hainan Province. For more information about China Pharma Holdings, Inc., please visit <http://www.chinapharmaholdings.com/>.

About CCG Investor Relations

CCG is a leading global investor relations and strategic communications consulting firm. In business for more than 30 years, the agency provides a complete range of investor communications, counseling, and IT and data solutions through our global network to over 300 clients across multiple capital markets. CCG has been awarded a number of industry honors for its handling of complex investor relations and crisis communications matters. The agency's corporate headquarters is in Los Angeles with additional offices in New York, Beijing, Shanghai, Hong Kong, Frankfurt, Sao Paulo and Tel Aviv. For further information, contact CCG directly, or visit the Company's web sites at <http://www.ccgir.com/> and <http://www.ccgirasia.com/>.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

Certain statements in this press release constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Any statements set forth above that are not historical facts are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, which may include, but are not limited to, such factors as success of new product development, unanticipated changes in product demand, increased competition, downturns in the Chinese economy, uncompetitive levels of research and development, and other information detailed from time to time in the Company's filings and future filings with the United States Securities and Exchange Commission. The forward-looking statements made herein speak only as of the date of this press release and the Company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the company's expectations.