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FOR IMMEDIATE RELEASE

PV-10 MECHANISM OF ACTION DATA TO BE PRESENTED AT THE SOCIETY OF SURGICAL ONCOLOGY ANNUAL MEETING MARCH 21-24, 2012 IN ORLANDO, FLORIDA

KNOXVILLE, TN, January 17, 2012 -- Provectus Pharmaceuticals, Inc. (OTCBB: PVCT, <http://www.pvct.com>), a development-stage oncology and dermatology biopharmaceutical company, announces that nonclinical data on the immunologic mechanism of action of PV-10 will be presented at the Society of Surgical Oncology Annual Meeting, March 21-24, 2012, at the Orlando World Center Marriott in Orlando, Florida. The data, by Dr. Paul Toomey and colleagues of the H. Lee Moffitt Cancer Center & Research Institute, Tampa, Florida, will be presented in the melanoma poster session, time and location to be announced at a later date.

The abstract is titled "Intralesional Injection of Melanoma with Rose Bengal Induces Regression of Untreated Synchronous Melanoma in a Murine Model," by P. Toomey, L. Martin, A. McKay, A. Sarnaik and S. Pilon-Thomas of the H. Lee Moffitt Cancer Center & Research Institute.

About the Society of Surgical Oncology®

The Society of Surgical Oncology is the premier organization for surgeons and health care providers dedicated to advancing and promoting the science and treatment of cancer. The Society's focus on all solid-tumor disease sites is reflected in its Annual Cancer Symposium, monthly scientific journal (*Annals of Surgical Oncology*), special initiatives, and committee structure. For more information on the Annual Meeting, please go to: <http://www.surgonc.org/meetings--events/annual-cancer-symposium.aspx>

About Provectus Pharmaceuticals, Inc.

Provectus Pharmaceuticals specializes in developing oncology and dermatology therapies. Its novel oncology drug PV-10 is designed to selectively target and destroy cancer cells without harming surrounding healthy tissue, significantly reducing potential for systemic side effects. Its oncology focus is on melanoma, breast cancer and cancers of the liver. The Company has received orphan drug designations from the FDA for its melanoma and hepatocellular carcinoma indications. Its dermatological drug PH-10 also targets abnormal or diseased cells, with the current focus on psoriasis and atopic dermatitis. Provectus has recently completed Phase 2 trials of PV-10 as a therapy for metastatic melanoma, and of PH-10 as a topical treatment for atopic dermatitis and psoriasis. Information about these and the Company's other clinical trials can be found at the NIH registry, www.clinicaltrials.gov. For additional information about Provectus please visit the Company's website at www.pvct.com or contact Porter, LeVay & Rose, Inc.

FORWARD-LOOKING STATEMENTS: The forward-looking statements contained herein are subject to certain risks and uncertainties that could cause actual results to differ materially from those reflected in the forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date hereof. The company undertakes no obligation to publicly revise these forward-looking statements to reflect events or circumstances that arise after the date thereof.

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