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FOR IMMEDIATE RELEASE

PROVECTUS PHARMACEUTICALS WILL PRESENT AT THE NOBLE FINANCIAL CAPITAL MARKETS' EIGHTH ANNUAL EQUITY CONFERENCE ON JANUARY 18, 2012

KNOXVILLE, TN, January 17, 2012--Provectus Pharmaceuticals, Inc. (OTCBB: [PVCT](http://www.pvct.com), <http://www.pvct.com>), a development-stage oncology and dermatology biopharmaceutical company, announced today that Craig Dees, Ph.D., CEO, will present at BOCEM: Noble Financial Capital Markets' Eighth Annual Equity Conference on January 18, 2012 at 1:00 PM EST. The conference will be held in Hollywood, Florida at the Hard Rock Hotel.

The presentation, which will be webcast live, will be available at the following link:
<http://noble.mediasite.com/mediasite/SilverlightPlayer/Default.aspx?peid=27d5d226824748aaa5161809ccaa43291d>

It is suggested that you register at least 10 minutes prior to the start of the presentation to ensure timely access and download the Microsoft Silverlight viewer from the website. The webcast and presentation will be archived on Provectus's website for 90 days following the event, and can be viewed at the following link: www.pvct.com/bocem2012.html

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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