



NEWS RELEASE
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**New Performance Health Initiative Benefits
the Foundation for Chiropractic Progress**

Program goals - \$25,000 and awareness for F4CP

Akron, Ohio – August 27, 2009 – Performance Health / Hygenic Corporation (PHI) is pleased to announce a new fund-raising initiative in support of the Foundation for Chiropractic Progress (F4CP).

Performance Health, a multi-year, gold-level corporate sponsor of the Foundation, will donate \$5.00 to the Foundation for every chiropractor who registers their practice on PHI's Where-to-Buy locator tool by October 31, 2009. Performance Health recently launched the Where-to-Buy online service to help consumers find practitioners who sell Biofreeze® and Thera-Band® healthcare and wellness products.

“We are very pleased to launch this new program that benefits both the Foundation for Chiropractic Progress and our chiropractic practitioners. Our goal is to raise \$25,000 for the Foundation while creating additional exposure and revenue for our customers,” stated Marshall Dahneke, President and CEO of Performance Health / Hygenic Corporation. “I encourage all chiropractors to support the F4CP by taking the simple steps to participate in our Where-to-Buy online service.”

To participate in PHI's Where-to-Buy/F4CP Donation program, practitioners need to complete a quick online registration process. The program is open to all practitioners selling Biofreeze® Pain Relieving products and / or Thera-Band® rehabilitation and wellness products.

“The Foundation is grateful for the ongoing financial support of Performance Health / Hygenic Corporation,” commented Kent S. Greenawalt, Chairman and Director for the Foundation for Chiropractic Progress. “The support they gave us last year allowed us to promote chiropractic in major publication like the Wall Street Journal. This newest support will assure our continued presence in this and other prominent publications.”



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Program Details

- On-line registration must be completed by October 31, 2009
- Register at www.biofreeze.com/wheretobuysignmeup or <http://www.thera-band.com/wheretobuysignmeup>
- Invitation Code: **F4CP** (must be included to ensure donation is processed)
- Limited to one donation per registered location

The Foundation for Chiropractic Progress is a 501(c)6 corporation that represents a cross section of the chiropractic and vendor communities with the goal of increasing the public's awareness of the benefits of chiropractic. www.F4CP.org

Performance Health / Hygenic Corporation is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage and wellness markets. Maker of market-leading Thera-Band® and Biofreeze® products, Performance Health / Hygenic Corporation provides evidence-based protocols, education, turn-key dispensing and pain management solutions. www.biofreeze.com www.thera-band.com

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