



293 Harvard Drive • Port Moody, BC, Canada V3H 1S9 • p. 604.644.9971
www.progressivehealth.ca | www.afx-online.com

For Immediate Release: November 30, 2010

**Progressive Health Innovations Completes Distribution Deal
With Collins Sports Medicine**

Burnaby, BC - Progressive Health Innovations Inc. (PHI) is pleased to announce the completion of a distribution deal with Collins Sports Medicine, one of the premier sports medicine distributors in the US.

"Collins Sports Medicine has a well-deserved reputation within the sports medicine community of being very knowledgeable, providing top-quality products, and having exceptional customer service " said Matt Ferguson, PHI President and CEO. "Having them carry the AFX is an excellent partnership that will allow us to grow the brand and dramatically improve our sales."

Wally Collins, President of Collins Sports Medicine, is equally excited about the agreement. He states, "we pride ourselves on providing the best and most innovative products available, and the AFX is a game-changer. It provides a huge improvement in the way foot and ankle strengthening is currently done."

Collins Sports Medicine joins a growing list of industry-leading retailers and distributors who will be carrying the AFX.

For More Information Contact:

Ruth Voss
Director of Sales and Marketing,
Progressive Health Innovations Inc.
Ph. 778.822.1591
Product Site: www.AFX-online.com
Company Site: www.progressivehealth.ca

Progressive Health Innovations Inc., is a privately held health technology company that develops user-friendly and affordable products for the rehabilitation, sports medicine and fitness markets. The first product line being launched is the AFX www.afx-online.com, a foot and ankle-strengthening technology targeted at the rehabilitation and athletic training markets.

Collins Sports Medicine is a family owned and operated distributor of sports medicine, athletic training and strength and conditioning products. Founded on the principals of superior customer service and an unwavering commitment to quality, Collins has also become an expert resource in the area of facility design services.

Certain information contained in this press release may be forward-looking and is subject to unknown risks, which could cause actual results to differ materially from those set forth or implied herein. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove correct.