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**For Immediate Release:** February 1, 2011

### **Fitness Town to Carry AFX**

**Port Moody, BC** - Progressive Health Innovations Inc. is pleased to announce that the AFX is now available at Fitness Town locations in Greater Vancouver and Alberta.

"The injury prevention and athletic performance markets represent incredible opportunities for AFX, and we are partnering with best-in-class companies that have the expertise to help consumers make informed decisions" said Matt Ferguson, Progressive Health's President and CEO. "Working with Fitness Town to serve these markets is great because of the passion and depth of knowledge the entire organization has about healthy living. From senior management to each sales associate, they walk the talk."

Dai Manuel, Chief of Operations for Fitness Town, sees tremendous opportunity for the AFX. "In the last year barefoot running, minimalist shoes, and 'shaper shoes' have raised people's awareness of the importance of feet and ankles. But the one critical piece that is missing is a product that strengthens the entire foot and ankle through the complete range of motion. AFX provides this piece and will be an excellent addition to our product line."

Fitness Town joins The SportMed Retail Group, FitterFirst and Collins Sports Medicine as retailers / distributors who will be carrying the AFX in North America.

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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 a foot and ankle-strengthening technology targeted at the sports medicine, rehabilitation and athletic training markets.

Fitness Town specializes in supplying the home and commercial markets with mid to high end fitness equipment and accessories. Our chain has grown from a single location in Burnaby to include South Vancouver, Kitsilano, Langley, Port Coquitlam, Surrey, North Vancouver and Edmonton, Alberta. For more information visit: [www.fitnessstown.ca](http://www.fitnessstown.ca)

*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.*



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