



**For Immediate Release:** August 7, 2009

## **Progressive Health Innovations Secures NRC-IRAP Funding**

**Port Moody, BC** - Progressive Health Innovations Inc. (Progressive Health) is pleased to announce that the Company has secured funding from the National Research Council of Canada Industrial Research Assistance Program (NRC-IRAP) for a project that will address the technical challenges of re-designing their newest product, the AFX (Ankle Foot maXimizer) to significantly increase production and reduce our cost of goods.

"This is excellent news for our Company and we appreciate NRC-IRAP's support for this initiative," said Matt Ferguson, Progressive Health President and CEO. "While we are currently able to produce AFX in small volume, our cost of goods remains relatively high", said Ferguson, "This funding will enable us to aggressively drive down costs while maintaining quality, and pass those savings onto our channel partners and customers."

### **For More Information Contact:**

Matt Ferguson  
President & CEO  
Progressive Health Innovations Inc.  
Ph. 604.644.9971

### **About Progressive Health Innovations Inc.**

[www.progressivehealth.ca](http://www.progressivehealth.ca)

Progressive Health Innovations Inc., is a privately held health technology company that develops user-friendly and affordable products for the athletic training, rehabilitation and sports medicine markets. The first product line to be launched will be the AFX, a foot and ankle-strengthening technology targeted at the multi-billion dollar athletic training and rehabilitation markets.

### **About NRC-IRAP**

NRC-IRAP works with small- and medium-sized Canadian firms, providing expertise and advice as well as potential funding in developing their innovative ideas. Financial assistance for this project is a direct result of the Government of Canada's Economic Action Plan outlined in Budget 2009.