



For Immediate Release: July 18, 2008

Progressive Health Innovations Obtains License to Sell AFX in Canada

Port Moody, BC - Progressive Health Innovations (PHI) is pleased to announce that we have received our Medical Device Establishment License from Health Canada. The License enables PHI to sell the AFX in Canada as a Class 1 Medical Device.

Preparations for US Food and Drug Administration registration and the European Union CE marking are in progress.

For More Information Contact:

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About Progressive Health Innovations Inc.

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 to be launched will be the AFX (Ankle Foot maXimizer), a foot and ankle-strengthening technology targeted at the multi-billion dollar rehabilitation and athletic training markets.

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.