

**For Immediate Release:** January 12, 2009

## **Independent Trial of AFX Produces Excellent Results**

**Port Moody, BC** - Progressive Health Innovations (PHI) is pleased to announce that on December 31st, 2008, a 12-week, independent trial of the AFX was concluded and the results were very impressive. The trial involved 20 players from the University of British Columbia (UBC) and Simon Fraser University (SFU) varsity men's basketball teams. Players that used the AFX achieved dramatic increases in their vertical jump, agility and balance. Performance outcomes included:

### **Vertical Jump**

*Using AFX:* Average improvement = 3.00 inches (largest increase = 5.25 inches)

*Control Group:* Average improvement = 0.75 inches

### **Agility** (average time = 10 seconds)

*Using AFX:* Average improvement = 0.54 seconds faster (largest improvement = 1.1 seconds)

*Control Group:* Average improvement = 0.08 seconds faster

### **Balance**

*Using AFX:* Significant improvement in multi-directional balance for both left and right feet

*Control Group:* No change for either right or left feet

"The trial provided further evidence that the AFX helps maximize performance, is easy to use, and validated that we have a solid design that meets the high demands of the athletic training market," said Matt Ferguson, PHI President and CEO. "The fact that these elite athletes experienced such impressive gains is especially exciting when you consider the potential for improvement by recreational and competitive athletes," he added.

Individual comments from the players were very positive about the improvements in their performance, and included reports of: explosiveness during jumping, ankle stability, acceleration, and directional speed. SFU 3rd year guard, Jordan Nostedt commented, "The AFX was really easy to use and produced noticeable improvements in my vertical jump as well as first step explosiveness".

UBC and SFU coaching staff were very supportive of the AFX and saw the benefits to the players. UBC Head Coach Kevin Hanson said, "I was very impressed with the results that our athletes showed over the testing period while using the AFX. Not only did the athletes show great gains from a physiological standpoint, but I believe it also played a major factor in injury prevention. This is a product that we will definitely incorporate into our training regime." SFU Coach Scott Clark was equally impressed, stating, "Who can argue with results? If you are a competitive person, you are looking to get an edge and the AFX can give you one."

PHI Principal Scientist, Rick Hall, commented "Over 3 years of research and development have gone into optimizing the AFX, including previous athletic and in-clinic testing. This independent study provides further evidence that the AFX is a superior training modality, and that those looking to strengthen their foot and ankle, either for athletic performance or rehabilitation, can benefit from using the AFX.

If you are interested in more details on the trial results, please contact PHI for a copy of our Research Summary.

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**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 rehabilitation, sports medicine and fitness markets. The first product line to be launched will be the AFX, 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.