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**Progressive Health Innovations Hires
Director of Sales and Marketing**

Port Moody, BC - Progressive Health Innovations Inc. (PHI) is pleased to announce that Ruth Voss has been hired as the Director of Sales and Marketing. Ruth has extensive experience in sales and marketing, and is a NSCA-Certified Strength and Conditioning Specialist.

"We are very excited to have Ruth as part of the team, she brings an ideal combination of sales experience, passion for health and fitness, and has a proven track-record guiding early-stage companies" said Matt Ferguson, PHI President and CEO. "With AFX now on the market, the timing is great for bringing an experienced professional on board to accelerate our sales and product awareness."

"I am thrilled to be able to combine all of my skill sets in one place for Progressive Health in marketing and selling the AFX," says Ruth. "The team at PHI is impressive and has worked so hard to produce such a great product for a growing market, that I am honored to be a part of it."

Ruth brings with her nearly twelve years of experience in sales and marketing to both large and small industries. Most recently, she worked as a Professional Training Coach at Innovative Fitness. She holds an M.A from Carleton University, as well as being a Certified Strength and Conditioning Specialist from the National Strength and Conditioning Association.

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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 currently being launched is the AFX www.afx-online.com, a foot and ankle-strengthening technology targeted at the rehabilitation and athletic training markets.

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