



**For Immediate Release:** April 2, 2009

## **Progressive Health Innovations Partners with RED the Agency**

**Port Moody, BC** - Progressive Health Innovations Inc. (Progressive Health) is pleased to announce that the Company has entered into a partnership with RED The Agency, one of the largest and fastest growing independent full-service marketing communications agencies in Western Canada.

"We were looking for a firm that could help us build a brand and communications strategy that was innovative and spoke to our diverse customer base," said Matt Ferguson, Progressive Health President and CEO. Adding, "With RED we have a partner with a proven-track record that can meet our current needs, as well as those that develop as AFX grows and evolves."

Monique Fikar, Co-Founder and Managing Director of Business Operations of RED, stated: "we are thrilled to be working on the launch of the AFX. From a professional perspective, it will be both exciting and rewarding to help the brand enter the North American marketplace. Personally, and speaking as a veteran runner of 11 marathons, I look forward to seeing the AFX on store shelves so that my fellow runners and I can stay healthy throughout our training!"

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

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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 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 RED The Agency**

[www.redtheagency.com](http://www.redtheagency.com)

RED is a multiple award-winning company has a wealth of experience in many related areas including medical organizations, professional and amateur sport teams, retailers, and product companies.