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Trainers Choice Chooses AFX

Port Moody, BC - Progressive Health Innovations Inc. (PHI), manufacturer of the AFX – Ankle Foot maXimizer, is pleased to announce the completion of a distribution deal with Trainers Choice, Canada's number one sport medicine product supplier.

"In addition to being an official supplier to organizations such as Hockey Canada, Canadian Athletic Trainers Association (CATA), and NHL Alumni, they also sell products through leading national retailers such as Shoppers Drug Mart, London Drugs, and Pharmasave," said Matt Ferguson, PHI President and CEO. "Trainers Choice is ideally positioned to help us sell the AFX to both clinical and retail markets across Canada."

Heather Campbell, Athletic Therapist and Customer Service Manager of Trainers Choice is very excited about adding AFX to their product line. She states, "Trainers Choice built its business and reputation of developing products that are influenced by in-clinic practice. AFX is an excellent example of a product developed with that same understanding, providing a complete, easy-to-use foot and ankle strengthening solution for practitioners, patients and athletes."

For more information on Trainers Choice and to purchase AFX, please contact at (800) 706-9834, or visit www.trainerschoice.ca.

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

Trainer's Choice is the official sports medicine supplier to thousands of Canada's athletes including the Toronto Argonauts football club, the Canadian Athletic Therapist Association (CATA), Hockey Canada and the NHL Alumni. Trainers and team doctors rely on the company's complete line of products to help athletes "stay in the game." Trainer's Choice products are now available across Canada at selected pharmacies including Shoppers Drug Mart, London Drugs, Pharmasave, Loblaw and Metro.

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.



Ankle Foot maXimizer