

NEWS RELEASE
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Introducing the newest THERA-BAND® FlexBar® Resistance Option

Flexbar, Research-Proven Effective for Tennis Elbow

Akron, OH – February 8, 2010 – Performance Health / Hygenic Corporation announces the introduction of new Thera-Band FlexBar, Yellow Resistance, for upper extremity rehabilitation and stabilization training. New Thera-Band FlexBar Yellow is the Extra Light resistance option for beginning rehab, pediatric, or geriatric patients, joining the Thera-Band color progression family of Red/Light, Green/Medium, and Blue/Heavy resistances.

Consumer and healthcare practitioner interest in Thera-Band FlexBar has grown dramatically with the release of a new clinical research study conducted with Tennis Elbow patients in July 2009¹. The study included Thera-Band FlexBar as part of a physical therapy treatment and was presented at the American Orthopaedic Society for Sports Medicine's Annual Meeting in Keystone, Colorado. Lead author Timothy Tyler, PT, ATC of the Nicholas Institute of Sports Medicine and Athletic Trauma in New York City performed isolated wrist extensor strengthening, and patients reported an 81% improvement in elbow pain and a 72% improvement in strength, while the control group showed little or no improvement.

The novel Thera-Band FlexBar wrist extensor exercise reported in the study required no expensive equipment and no injection or topical nitric oxide which could leave side effects, making the treatment both cost effective and ideal for home use. National media interest including articles in the New York Times, Readers Digest, and Reuters created an immediate connection with Tennis Elbow sufferers looking for relief, over 150,000 views of the Thera-Band FlexBar exercise video were seen via web link to the New York Times web site.

Thera-Band FlexBar is 12" in length, contains a ribbed surface for secure grip, and is supplied in 4 progressive resistances beginning with new Thera-Band Flexbar Yellow and progressing to Red, Green, and Blue resistance levels for greater challenge. Made from dry natural rubber, the resistance of the



Thera-Band FlexBar is increased by the force required to bend, twist, or oscillate the bar while holding it securely at one or both ends.

Thera-Band FlexBar is used routinely by therapists and trainers for clinical rehab and sold by Thera-Band authorized healthcare distributors. For more information including the research study and protocol, links to video of the exercise used in the study, and the New York Times article visit <http://info.thera-bandacademy.com/flexbarelbow>.

*Tyler, T, et al. 2009. Easy Strength Training May Help Treat Tennis Elbow, Study Shows, *Presented at the American Orthopaedic Society for Sports Medicine*

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