



**NEWS RELEASE**  
FOR IMMEDIATE RELEASE

**CONTACT:** Kim Simmons  
The Hygenic Corporation  
ksimmons@hygenic.com  
330-634-2216

### **Announcing the Thera-Band® 2010 Innovation Challenge**

*Practitioners' Product Ideas Benefit Rehab & Industry Associations*

**Akron, Ohio – August 17, 2010** – Performance Health / Hygenic Corporation has launched the Thera-Band 2010 Innovation Challenge, a unique and creative program that enables healthcare professionals to propose new product ideas that could innovate their industry. Plus, through their participation they could generate funding for their industry's association.

“Our success as a company is based on the success of the rehab professionals we serve. They have always been a source of great ideas to improve outcomes. The original idea behind the Thera-Band resistance band was actually brought to us by two physical therapists back in 1975. They were using our bulk dental dam product to enhance the effectiveness of their patients' rehabilitation programs and wanted us to develop additional resistance levels,” stated Ethan Pochman, Director of Marketing and Clinical Solutions. “We hope this challenge uncovers some great new products for the profession, while generating funds for three very worthwhile organizations. We think it will be a lot of fun too.”

#### Program Overview:

- Event is open to all healthcare professionals (active or retired).
- Submissions only accepted online and between August 15, 2010 and October 31, 2010.
- For the first 25 submissions, Performance Health/Hygenic Corporation will make a charitable donation of \$100 in the healthcare professional's name. These 25 individuals can choose from one of the following organizations:
  - Foundation for Physical Therapy
  - NATA Research & Education Foundation
  - American Chiropractic Foundation
- Visit [www.thera-bandinnovation.com](http://www.thera-bandinnovation.com) for complete details and submission form.

Performance Health/Hygenic Corporation will evaluate all submissions. If interested in the idea, the Company will contact the healthcare professional for further discussion.



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The Foundation for Physical Therapy was established in 1979 as a national, independent nonprofit organization dedicated to improving the quality and delivery of physical therapy care by providing support for scientifically-based and clinically-relevant physical therapy research and doctoral scholarships and fellowships.

The NATA Foundation is the only 501(c)3 nonprofit organization dedicated to advancing the profession of athletic training through research and education. Established in 1991, the NATA Foundation has awarded more than \$2 million in undergraduate and graduate scholarships and \$2.9 million in research grants.

The American Chiropractic Foundation, Inc. was established in 1992 to carry out educational and scientific projects pertaining to the art and science of chiropractic, with particular emphasis on training and education, development of the history of chiropractic, scholarships and studies in the advancement of chiropractic.

Performance Health / Hygenic Corporation is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage, wellness and consumer retail markets. Maker of market-leading Thera-Band®, Biofreeze® and Perform® products, Performance Health / Hygenic Corporation provides evidence-based protocols, education, turn-key dispensing and pain management solutions. [www.thera-bandacademy.com](http://www.thera-bandacademy.com)  
[www.biofreeze.com](http://www.biofreeze.com) [www.performpainrelief.com](http://www.performpainrelief.com) [www.thera-band.com](http://www.thera-band.com)

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