



NEWS RELEASE
FOR IMMEDIATE RELEASE

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**Bob Poirier, Vice President of Commercial Operations,
to speak at the AMTA 2009 National Convention**

Growing your Bottom Line will be presented at the AMTA Kick Start Session

Akron, Ohio – July 6, 2009 – Bob Poirier, Vice President of Commercial Operations for Performance Health Inc., will be presenting a 15-minute session on retailing products at the AMTA 2009 National Convention. The convention will be held in Orlando, Florida at the Rosen Shingle Creek Resort on September 22-26, 2009. Convention information is available at www.amtamassage.org.

The national convention includes a Student Day on Friday, September 25. This is a full day of professional development tips and resources; networking opportunities with industry professionals, practitioners, and potential employers; and information-packed sessions to help students enter the profession. The morning AMTA Kick Start session, co-sponsored by Hygenic / Performance Health and Massage Warehouse, provides both students and new therapists the opportunity to obtain valuable practice management and business information to help them “kick start” their practice.

Mr. Poirier’s AMTA Kick Start presentation will provide an overview on growing an MT business’s bottom line through successfully retailing products that improve their clients’ outcomes. The AMTA Kick Start program also includes presentations on self-care strategies, resume development, marketing and more. Lynda Solien-Wolfe will be monitoring the session and AMTA’s Executive Director Elizabeth M. Lucas, CAE, will be speaking on the benefits of the AMTA.

All Student Day participants will be entered into a drawing to win a grand prize business development package worth over \$500.



News Release
July 6, 2009
Page 2

The American Massage Therapy Association is the largest nonprofit, professional association for massage therapists with more than 58,000 massage therapist members. The association is directed by volunteer leadership and fosters ongoing, direct member-involvement through its 51 chapters. The AMTA works to advance the profession through ethics and standards, the promotion of fair and consistent licensing of massage therapists in all states, and public education on the benefits of massage.

Performance Health, Inc. is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage and wellness markets. Maker of market-leading Thera-Band® and Biofreeze® products, Performance Health, Inc. provides evidence-based protocols, education, turn-key dispensing and pain management solutions.

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