



NEWS RELEASE
FOR IMMEDIATE RELEASE

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

**Performance Health/Biofreeze Receives
Massage Therapy 2010 Hall of Fame Honors**

Award presented at the World Massage Festival

Akron, Ohio – July 28, 2010 – Performance Health, makers of Biofreeze® Pain Reliever, has been inducted into the Massage Therapy Hall of Fame as the 2010 Institution of the Year. The induction ceremony was held at the fifth annual World Massage Festival, hosted by Berea College in Berea, Kentucky in June. The Hall of Fame was created to honor those who have furthered the profession of massage therapy and who have become the bridge builders for all massage therapists.

“We are very proud to be recognized for our work within the massage industry and are honored to receive this award,” stated Marshall Dahneke, President and CEO of Performance Health / Hygenic Corporation. “We feel privileged to be part of an impressive group of 2010 honorees; true bridge builders in their own right. Congratulations to all.”

The Massage Hall of Fame 2010 induction ceremony included individual awards for Lifetime Achievement, Humanitarian, and Loyalty, as well as organizational awards for Association of the Year, Media Award, Teacher of the Year, School of the Year and Institution of the Year. In addition to honoring these bridge builders of the profession, the event recognized the Pioneers of Massage, launched the First Annual Charlotte Hooten Memorial Scholarship and paid special tribute during the Closing Ceremonies to the late Aunty Margaret Machado.

“Performance Health has led the profession with quality and innovative products for years and we are very pleased to announce them as the 2010 Institution of the Year, “added Mike Hinkle, LMT, founder of the World Massage Festival. “We would also like to acknowledge their support and leadership in introducing students to the profession. They’ve always led in this department.”

The mission of the World Massage Festival is to honor those who built the bridges for the massage profession, to educate the general public about massage, to educate therapists about different types of massage and to have fun. www.worldmassagefestival.com



News Release – July 28, 2010

Page 2

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
www.biofreeze.com www.performpainrelief.com www.thera-band.com