



## **NEWS RELEASE**

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### **Physiquality Launches Broad Spectrum of Health and Wellness Services for All Ages**

**(Calabasas, Calif. — February 1, 2008)** — Physiquality, a new national health and wellness network, is introducing a range of services and products designed to help Americans of all ages lead healthier and more active lives. The network offers programs supervised by highly qualified, experienced physical and occupational therapists who are trained in helping the human body function at its best.

“Physiquality has programs for all phases of life, whether you’re a high school athlete who wants sports conditioning, an adult interested in strength training, or a senior seeking to improve flexibility,” said Michael Weinper, MPH, PT, company president. “Americans spend billions of dollars on health and fitness, but how do they know what they’re getting? Many providers of these services lack the in-depth training to understand an individual’s health needs, manage chronic conditions and prevent injuries.”

Weinper said that with the Physiquality name, consumers now know where to find the best health and wellness providers. “With Physiquality, consumers get a seal of approval – the assurance that they will be supervised by qualified clinical professionals.”

Physiquality therapists are members of parent company PTPN, the country's first and largest independent outpatient rehabilitation network. PTPN requires therapists to meet strict membership criteria and the most stringent credentialing requirements in the industry. In addition, PTPN has quality control and monitoring mechanisms to ensure that treatment matches the needs of the patient and produces the desired outcome.

Physiquality will have a growing menu of programs and products available at various physical therapy sites across the country. Here are some of the network's current offerings:

- **CATZ** (Competitive Athlete Training Zone) focuses on sports performance training and general fitness for young athletes. CATZ training programs help kids improve speed, agility, strength, power and quickness while minimizing the risk of injury.
- **GRAVITY** is an exciting, high-energy fitness program that combines a unique piece of workout equipment with 30-minute group classes and/or personal training. The workout is designed to tone and strengthen arms, chest, legs, back and abs in one efficient instructor-led session. GRAVITY works multiple muscle groups and the all-important core at the same time.
- The **AmeriBag® Healthy Back Bag®** tote features an ergonomic design that feels lighter and more comfortable than other totes. By contouring to the natural shape of your body, the tote redistributes its weight through the length of the whole back, not just from one point on the shoulder, and reduces stress on your shoulders, neck and back. The AmeriBag® product line includes styles and features for virtually everyone.

To find out more about Physiquality and its programs and products, go to [physiquality.com](http://physiquality.com), or call 888-600-6977.

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