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AFX Official Sponsor Of BC Endurance Project

Port Moody, BC – Progressive Health Innovations Inc. is pleased to announce that AFX has been named as an official sponsor of the BC Endurance Project (BCEP).

"BCEP is an exciting initiative for the running community here in British Columbia, and we are thrilled to be supporting these international-calibre athletes" said Matt Ferguson, Progressive Health's President and CEO.

"The runners of BCEP train at the highest level and rack up significant mileage each week", said Ferguson, "so it is an amazing opportunity for us to showcase how AFX can help keep these runners injury free and performing at their best."

"Lower leg strength and mobility, particularly in the ankle and foot, are crucial in a runner's ability to perform at an elite level and stay healthy," commented Richard Lee, Coach of BCEP. "The AFX Ankle Foot maXimizer is a great tool that allows athletes to complement their normal training with targeted and low impact exercises specific for the foot and ankle."

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About AFX - Progressive Health Innovations Inc.

Progressive Health Innovations Inc., is the developer and manufacturer of the AFX – Ankle Foot maXimizer. The Canadian health technology company's product helps strengthen the foot and ankle to improve athletic performance, and for the prevention and treatment of common ailments such as plantar fasciitis, shin splints, Achilles tendinosis, and ankle sprains.

To learn more about AFX, visit: www.AFX-online.com

About the BC Endurance Project

The BC Endurance Project (BCEP) is a select group of high performance distance runners (5,000m to marathon) residing and training in the Vancouver area. The group is supported and funded by BC Athletics, the Canadian Sport Institute and viaSport. The BCEP strives to develop distance runners to achieve national and international performance standards.

To learn more about BCEP, visit: www.BCAthletics.org

