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ThermoTx Expands Sales Force With Haines Medical, Inc.

High End ThermoSTIM Brace Manufacturer Outsources Sales Force to Firm Headed Up by Industry Experts

/24-7PressRelease/ - LOS ANGELES, CA, March 22, 2008 -- ThermoTx , a rapidly growing medical appliance manufacturer, is now working with Haines Medical, Inc. to expand its salesforce. Two industry veterans, Brad Haines and Chris Christopherson who were instrumental in the dynamic growth of Royce Medical, founded HMI. Plans include growth of the FDA approved product line and sales expansion into other areas of the medical community.

"Combining the three modalities of hot and cold, stimulation via a TENS unit and brace support included in ThermoTx products was just like combining chocolate and peanut butter. All three therapies were there -- ThermoTx just figured out how to combine them into an effective, mobile therapeutic brace," remarked Chris Christopherson, Principal of HMI.

"We are thrilled to have the sales and marketing team that helped take Royce Medical from a small family business into a company with over \$70 million in sales prior to its first acquisition. Brad and Chris have developed a dynamic sales team of industry professionals that is excited by the uniqueness of our ThermoSTIM products. Due to high customer demand we are planning to release four additional therapy braces and other soft goods in 2008," stated Dr. Henry Chang of ThermoTx.

"ThermoTx has great potential in the orthopedic and pain management space. ThermoTx brings innovative technology that will establish their products firmly in these markets. We anticipate rapid growth for several years to come," stated Brad Haines, Principal and founder of HMI.

ThermoSTIM's innovative therapy products combine either hot or cold modalities with a muscle stimulation/TENS unit. The comfortable, durable brace design allows for complete patient mobility without interrupting daily activities. Because ThermoSTIM products treat the symptoms of pain and swelling while concurrently rehabilitating muscles, patients can be back to a less painful, active life while avoiding over-use of medications.

About ThermoTx

Headquartered in Los Angeles, California, ThermoTx's innovative line of products were developed under the medical supervision of Dr. Henry Chang, an expert in pain treatment. All ThermoSTIM products use FDA approved STIM/TENS devices and are patent pending. For information call 888-354-3223 or e-mail info@thermotx.com. Visit: www.thermotx.com
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