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*Excellence in Chiropractic Care*

**For Immediate Release**

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## **Allied Health Launches Step To Wellness Program in Recognition of October National Chiropractic Month**

**Wausau, WI -- September 23, 2008-** Allied Health Chiropractic Centers today announced nationwide rollout of its Step To Wellness program, a healthy lifestyle initiative designed by the company to enable participants to log walking activity throughout the month of October in support of National Chiropractic Month. Under the program, participants can obtain a pedometer from one of the Company's 54 clinics based in Wisconsin, Illinois, Minnesota and Michigan. With the unit, participants are able to monitor their daily step counts and then log it at a convenient web portal found on the Company's website, [www.alliedhealthchiro.com](http://www.alliedhealthchiro.com). For current patients, non-patients and Allied Health employees alike, the spirited activities of the program will reach a goal equivalent of walking across the entire United States from Los Angeles, CA to Eastport, Maine in just one (1) month. Participants who wish to obtain a pedometer may do so by visiting any Allied Health Chiropractic Centers clinic location during the month of October.

The Step To Wellness program serves as the basis for strengthened employer relations that the Company maintains with regard to healthy lifestyle choices. Research has shown that healthy employees make a significant contribution to lower health care costs and higher productivity. "We see firsthand that employers can't afford for employees to make unhealthy choices. It hits them on the bottom line and Step To Wellness is a healthy way to have increased awareness of activity level for everyone," says Dr. Scott Bautch, the Company's CEO and an active Doctor of Chiropractic. Internally, the Company also lives the health-minded culture. "We don't have the usual soda vending machines at our corporate office or inside our clinics and that's an incredible step toward wellness for both our employees and the patients we serve," maintains Bautch.

From spinal adjustments and nutritional supplements to ergonomics and full worksite analyses, Allied Health does much more than simply distribute health brochures and perform chiropractic adjustments at its clinics. The Company has been actively involved in administering accurate and efficient health-risk assessments on behalf of employers to determine a specialized approach for each participant. Many employers use the results generated to steer at-risk workers to special diet, exercise and/or disease-management programs also offered by Allied Health.

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**About Allied Health:**

With its corporate offices based in Wausau, Wisconsin, Allied Health Chiropractic Centers offers a wide variety of health services focusing on providing the highest standard of chiropractic and wellness care in the profession. Offering specialized chiropractic adjustments, wellness and nutritional assessments, physical therapy modalities, exercise coaching and rehabilitation programs, Allied Health enables patients to reach their full health potential. Allied Health delivers a lifetime of value through a personalized patient care experience while striving for continuous service excellence through education and proven techniques.

As the largest doctor-owned chiropractic group in the U.S., Allied Health employs over 70 doctors who practice in four states throughout the Midwest. With over fourteen years in single specialty group practice, Allied Health provides professionally managed clinic and business systems and is focused around what the Medical Group Management Association (MGMA) considers “the best clinical and business practice” models in health care. The clinical and business service solutions, processes, resources and infrastructure of Allied Health have all been developed on scalable platforms designed to accommodate future growth of the group practice model in the area of contracted services for outside providers.

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