

NEWS RELEASE

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AB-VANCED NEU-SPINE AND RELAX THE BACK ANNOUNCE NEW AGREEMENT

Retailer to carry AB-Inforcer Core Biofeedback Trainer in exclusive deal

LOS ANGELES Nov. 10, 2008: Ab-Vanced Neu-Spine® Technologies, LLC (ABNST) and Relax the Back Inc. announced a new exclusive retail store agreement today. Relax the Back stores in the United States will carry the AB-Inforcer®, a core-spine training device invented by Brandon, a former NFL New York Jets strength coach and two time Women's World Long Drive Champion. She will be making a personal appearance at Relax the Back on Nov. 22 in Clearwater, FL to discuss "Spinal Triangulation™ and Spine Sparing Secrets", as well as demonstrate her secrets to a spine sparing swing with a golf clinic to follow at the Emerald Greens Golf & Country Club.

The AB-Inforcer Core Biofeedback Trainer is an exercise device designed to safely exercise the abdomen, strengthen the core muscles, improve spine stability, create postural awareness, and help prevent the occurrence of low back pain and injury. The device works by incorporating a system of resistance training and the principles of motor programming and neuromuscular re-education associated with core strength and postural awareness. The device can also transition into a relaxation mode for stretching when users press a switch on the device's hand control.

The AB-Inforcer Core Biofeedback Trainer has been used by Physical Therapists, Athletic trainers, personal trainers, Chiropractors, and endorsed by numerous Doctors and Physical therapy organizations (www.abinforcer.com). It has been recognized as an effective postural- abdominal training and spine stabilization biofeedback technology in several published clinical trials.

"It is a great tool in our training arsenal," said Pepper Burruss, Certified Athletic Trainer for the Green Bay Packers .

According to the Bureau of Labor Statistics, there are more than 250,000 work-related back injuries annually. Coincidentally, health care professionals are most susceptible to injury.

According to national statistics, six of the top 10 professions at greatest risk for back injury are: nurse's aides, licensed practical nurses, registered nurses, health aides, radiology technicians, and physical therapists. There are innumerable cases of back injury outside of the workplace.

It is common knowledge among strength training professionals and back injury health care professionals that core strength training is essential in promoting spinal health and reducing the likelihood of back-related injuries.

For more information about the Ab-Inforcer or the exclusive retail store agreement, call Lee Brandon at 310-200-0300, admin@areyourlightson.com or David Stevenson, VP of National Sales at 925-899-1947 at Relax the Back Corporate.

About Lee Brandon

Lee Brandon, CSCS is a LA-based Certified Strength and Conditioning Specialist, motivational speaker and is the founder of AB-Vanced Neu-Spine® Training, holding several patents for fitness devices. She is also the 2001 Re/Max and 2003 Safeway Women's World Long Drive Champion and a former NFL strength coach for the New York Jets and Olympic training coach. For more information visit www.leebrandoninc.com

About Relax The Back

Relax The Back is a back-care specialty retailer. Based in Southern California, the company operates over 120 franchise and independently owned retail locations throughout North America. Relax The Back offers a selection of medically-endorsed, high-quality back/relaxation lifestyle products, including the popular Tempur-Pedic mattresses. Information about the company and its products can be found at www.relaxtheback.com.