

October 5, 2004

PRESS RELEASE



**Dr. Dana Mackison, D.C. Joins Performance Health (Biofreeze) as Director of Education**

We are pleased to announce that Dr. Dana Mackison has joined Performance Health, Inc. as the Director of Education. In this role, Dr. Mackison will be providing support, product and practice building information for all Chiropractors. In addition, Dr. Mackison will oversee the Biofreeze Scholarship Program in place at Chiropractic Colleges structured to aid future doctors in their education efforts. Another aspect in his role will be developing educational programs that are relevant to today's Chiropractor and their office staff.

Dr. Mackison graduated from Logan College in St. Louis, MO and was in a successful private practice in Carrollton, TX for 24 years. Prior to joining Performance Health, Inc., he held the position as Director of Parker Seminars and Post Graduate Director for Parker College. During that time, he was involved in overseeing the Parker Seminars programs and the yearly Parker Las Vegas Convention.

Perry Isenberg, Vice President of Marketing for Performance Health stated, "Performance Health has always been very instrumental in providing valuable education and support to the profession. Dr. Mackison will be instrumental in helping to continue and expand our support."

Dr. Mackison holds a CCSP and is board eligible DABCO. In addition he has completed post graduate course work in nutrition, x-ray, neurology, also Cox, Thompson and Activator techniques. His years of practice involved a family oriented community based practice with an emphasis on sports, nutrition and follow-up rehabilitation.

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Having been involved in many community projects, Dr. Mackison founded a youth leadership program that for the past 15 years provided tools of leadership to over 2,000 young future leaders.

For more information about our Patient Education Program contact Cathy Hanks at 1-800-246-3733, ext. 227. For more information about our professional education efforts please contact Dr. Mackison at 1-888-815-7848.