

Contact: Casey Lyon
casey@egoscue.com
(858) 755-1075

Egoscue, Inc. (www.egoscue.com) Announces Plans to Open Additional Pain Relief Clinics in 2010 and 2011

February 9 2010 – (Del Mar, CA) – Since 2003, Egoscue, Inc. has opened clinics in North America, Europe and Asia in its attempt to make The Egoscue Method of non-medical musculoskeletal [pain relief](#) more accessible to the general public. Today they announced the next phase of their expansion which will see both licensed and company-owned clinics added in the U.S. in 2010 and 2011.

The markets targeted for immediate opportunities include Boston, Philadelphia, Houston, Santa Barbara and Hawaii, with the most recent Egoscue clinic to open located in Boulder, Colorado. New clinic owners receive their training through Egoscue University and have the opportunity to open a clinic once they reach the advanced level of training and meet other criteria necessary to obtain licensing.

“This recession has hit many folks in business awfully hard,” said Vice President, Casey Lyon. “Our business needs qualified people, not inventory. When times are tough, and your client is also physically hurting, the opportunity to help is greater than ever.” Lyon also thinks this is the time for growth. “In our business, we are needed most when are clients are experiencing things at their worst. If we can make a positive impact on one life at a time through [natural pain relief](#), our message will continue to infect the public, and we will continue to grow.”

Egoscue is simple and the results are remarkable. It is a unique and very effective program designed to treat musculoskeletal pain, without drugs, surgery, or manipulation, through a series of personalized stretches and gentle egoscuecises (“e-cises”) designed specifically for each client. Thousands of people worldwide have found [back pain relief](#), joint pain relief and [arthritis pain relief](#) through The Egoscue Method.

For more information about The Egoscue Method, visit the company’s web site at www.egoscue.com or call 800-995-8434.

About The Egoscue Method

Headquartered in San Diego, CA, The Egoscue Method offers clients a postural correction service through the use of personalized exercise routines. The company has built its reputation on customer referrals and a “one client at a time” philosophy for over 35 years. The Egoscue Method is used by professional athletes, corporations looking to reduce their incident rates, and the public at large in over 85 countries worldwide.