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FOR IMMEDIATE RELEASE

Tennis Elbow Sufferers Find Relief with ForeArmed[®] Elbow Brace

BioBrace™ announces clinical study results citing 88% effectiveness for tendinosis sufferers

Los Angeles, CA (June 23, 2008) -- If you are a tennis or golf elbow sufferer, you know all too well the agonizing pain that radiates from your elbow into your forearm. The simple act of turning a doorknob can be excruciating. Although treatments differ, many afflicted with tendinosis, also referred to as epicondylitis, endure painful cortisone shots that have been known to damage the muscles of the arm; others spend years treating their symptoms with anti-inflammatory drugs, splints, ultrasound even resorting to surgery.

BioBrace, a medical device manufacturer focused exclusively on medical conditions related to repetitive motion and sports injuries, offers a solution for sufferers in the company's ForeArmed[®] Elbow Brace, which uses the ancient art of acupressure and combines it with 21st Century biomechanics technology.

Though commonly referred to as tennis elbow, many of the nation's millions of sufferers do not even play the game. According to the American Academy of Orthopaedic Surgeons, "Tennis elbow can affect as many as half of athletes in racquet sports. However, most patients with tennis elbow are not active in racquet sports. Most of the time, there is not a specific traumatic injury before symptoms start."

While tennis, golf, racquetball, squash, weight lifting and fencing are all cited as activities that can cause tendinosis, occupations such as meat cutter, plumber, painter and landscaper have also been linked to the condition.

"Current treatments require the individual to refrain from activities that employ repetitive use of the forearm which is often impossible for those whose occupation requires it," says Steve Cookston, founder of BioBrace. "Wearing ForeArmed allows workers and sports enthusiasts to continue to comfortably perform their jobs without adding stress to the affected area. We are also encouraged by research that suggests ForeArmed can possibly even prevent repetitive motion injuries if used while performing activities that put stress on the tendons. Preventive equipment such as knee and arm pads in many professions has made an enormous impact on worker-related injuries."

Physicians from the Cedars-Sinai Medical Center in California tested BioBrace's ForeArmed[®] on patients with tendinosis over a 26-week period. All patients reported the brace was comfortable to wear while performing tasks of daily living. Eighty-eight percent (88%) of the patients using the device reported relief of their symptoms. Sixty-eight (68%) percent reported "symptomatic relief and gain of strength."

“What is unique about ForeArmed are the active pressure elements inside the brace that put dynamic force on specific points of the forearm and help to relieve pain,” adds Cookston. “ForeArmed® is also equipped with shock absorbing elements that alleviates stress on the afflicted area and improves healing.”

The Cedars-Sinai Medical Center study concluded that the ForeArmed Elbow Brace represents “a promising treatment modality for lateral tendinosis which is easy to use, avoids more invasive intervention, and is cost effective.”

“The investigative team conducting the clinical study on the ForeArmed brace was impressed by the positive clinical results achieved and also the user friendliness of the product; no patient reported any limitation of arm motion and no adverse effects were identified during the study”, David A. Kulber, MD, Clinical Chief of Surgery, Cedars Sinai Medical Center, Los Angeles, CA.

BioBrace is a medical device manufacturer focused exclusively on medical conditions related to repetitive motion and sports injuries. The company’s ForeArmed® Elbow Brace utilizes patented pressure point implants combined with biomechanics technology to yield the world’s first “active bracing system” for pressure point therapy. Unlike “passive” straps and belts, ForeArmed® uses dynamic active implants and targets gentle pressure on specific acupressure meridians and nerve pathways, the source of pain from tennis elbow and other forms of epicondylitis, tendinitis and upper extremity pain. For more information, log onto BioBrace.com.

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If you would like further information on this company or its technologies, please contact Kathy Scott at kathy@cookstongroup.com.