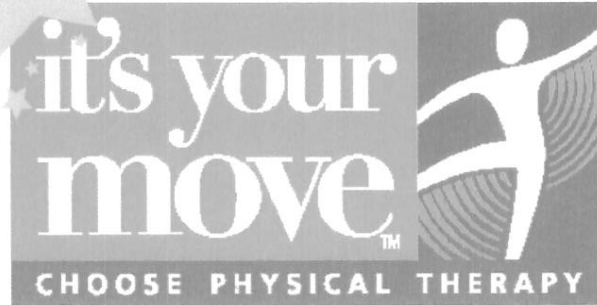


Let It
Shine



The Scoop on It's Your Move:

An educational campaign that teaches it's your legal right to choose your own physical therapist for health and fitness. You can choose the best physical therapist for you and your family. Visit www.itsyourmove.com.

PR and Marketing... even in a recession? Especially!

According to the McGraw-Hill Research Study,

- Businesses that chose to maintain or increase their advertising expenditures during the 1981 to 1982 recession saw significantly higher sales after the economy recovered.
- Companies that advertised aggressively during the recession had sales 265% higher than those who chose not to advertise.

Earned Media Totals from PR:

2008: \$202, 705 (20 media hits)

2009: \$4,300 (3 media hits so far...)

Current Marketing Plan:

\$4,166 per month (\$12,500 quarterly)

- \$29 per month, per PPSIG member (based on 140 members)
- Monthly public relations facilitated by Let It Shine
- Update IYM website
- Paid advertising on NWCN TV, statewide coverage

★ Major networks (ABC, NBC, CBS) are a better buy than cable or NWCN TV. For example, in Seattle NWCN has 2,000 people watching morning news while KOMO TV has 16,000 people watching the morning news. ★

Better Marketing Plan:

\$14,500 per month (\$43,500 quarterly)

- \$103 per month, per PPSIG member (based on 140 members)
- Public Relations campaigns facilitated by Let It Shine
- Paid advertising on:
 - KOMO TV (Seattle area): 28 ads, \$4.43 per thousand people
 - KOMO 1000 Radio (Seattle area): negotiating
 - KXLY TV (Spokane area): 30 spots (plus 30 free), \$4.90 per thousand people
 - Tri-Cities and Yakima TV station: negotiating