

## **FOR IMMEDIATE RELEASE**

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## **VitalWear, Inc. and XBACK Bracing Services Form Innovative Product Partnership.**

*An integrated revolution in bracing and thermal therapy.*

www.thexbackvwsolutioncom

South San Francisco, CA, - VitalWear, Inc. ([www.vitalwear.com](http://www.vitalwear.com)), a leader in thermal compression medical devices announced that they have formed a partnership with XBACK Bracing Services ([www.xbackbrace.com](http://www.xbackbrace.com)) revolutionizing the bracing and thermal therapy markets. ([www.thexbackvwsolutioncom](http://www.thexbackvwsolutioncom))

"In listening to our customer's needs, we believe the combined therapies provided through the XBACK SOLUTION and VITALWEAR SYSTEM will quickly extend our leadership in home health for treating back pain and associated indications" said Howard Edelman, VitalWear's President and CEO. Both companies have worked closely with medical professionals to create patent-pending designs that are easier to wear, simple to fit and more cost effective than anything in the market today.

XBACK's bracing products include a patented dynamic force technology to keep the brace in constant contact with the patient's body. All materials were thoughtfully designed to be ergonomic, lightweight and moisture-wicking. The elegance in this product is integrating the two systems through a custom designed VitalPad that simply adheres to The Solution's LSO brace system. When connected to the VitalWear System, the user can easily and safely control the temperature of the VitalPad. "Technologically, this is the most advanced system in the market" says Steve Lusky, President of XBACK.

By creating products especially tailored to the growing markets in pain management, orthopedic therapy, sports medicine and rehabilitation, the technology enables both professionals and their patients to self-administer highly effective treatment, making VitalWear Systems and XBACK Bracing Services the new standard of care for chronic pain, injury or post-operative recovery.

**About VitalWear, Inc.**—VitalWear is a durable medical equipment provider (DME) company for the VitalWrap System of thermal therapy products. Founded in 2001, the company was formed in response to market demands for better heating, cooling and compression options. The VitalWrap System holds two patents; one for its contrast therapy system and method, the other for its unique fluid connector. Eight more patents are pending for upcoming products. The VitalWrap System is distributed throughout the continental United States. For more information visit; <http://www.vitalwear.com> or [www.thexbackvwsolution.com](http://www.thexbackvwsolution.com) or call 1-800-553-4081.

**About XBACK Bracing Services, Inc.**—XBACK is a distribution company for the XBACK series of back braces. The company was formed by Steven Lusky in response to market demands for better back bracing options. Introduced in 2007, XBACK braces have received enthusiastic feedback and rave reviews from patients, doctors and durable medical equipment (DME) suppliers. XBACK is distributed throughout the continental United States. For more information visit; <http://www.xbackbrace.com> or [www.thexbackvwsolution.com](http://www.thexbackvwsolution.com) or call 1-800-494-8680.

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