

PRESS RELEASE

Introducing Your Personal Chiropractor:

How applied chiropractic technology will revolutionize back training

Boston, MA, May 27, 2009 – About 90% of all lower back pain problems are of unspecific nature.

Costly and potentially harmful diagnostic means such as X-ray, CT, and MRI, among others, often will not reveal the cause of lower back pain.

Specialists such as orthopaedists, osteopaths and chiropractors are trained to identify and then treat segmental immobility due to misaligned vertebral joints. This usually requires a prolonged wait for a sometimes expensive consultation.

Existing back exercise concepts focus mainly on back and abdominal muscle strengthening while neglecting flexibility, back mobilization and stretching. As the fitness industry increasingly attracts a more mature clientele, it will need to adapt to this group's specific demands for a focus on better health in addition to enhancement of outward appearances.

Now, for the first time, there is a better answer to the problem of lower back pain. For the first time in the US, the German company CHIROTRACTOR presents the CT-L back exercise device--a revolutionary concept in fitness/ health equipment--at the Club Industry East 2009 Trade Show in Boston.

The CHIROTRACTOR CT-L is a **chiropractic fitness** device that gives the user complete control over every step of the lower back self-adjusting maneuver. Contrary to a chiropractic maneuver performed by a therapist, who would employ a high-velocity, low amplitude maneuver called a 'spinal manipulation', the CHIROTRACTOR CT-L will help with the adjustment by only mobilizing the sacroiliac joint and lower back segment. If there are no misaligned joints the CHIROTRACTOR CT-L will help stretch the lower back structures as well as the external hip rotators, which are often contracted. This is especially important for members with osteoarthritis of the hips, who often suffer from hypermobility and misalignment in the sacroiliac joints. This maneuver will always be performed on both the right and left sides. With the CHIROTRACTOR CT-L, the member self-diagnoses the problem of immobility: should misaligned vertebral joints exist, one direction will be pain free while the opposite direction might cause increased pain in the immobilized vertebral segment. If any pain during this exercise occurs, the direction is to be changed in order to mobilize the joint in the right direction and unlock it. Pain in both directions indicates an issue that might need medical attention by a professional.

The overall time spent on the CHIROTRACTOR CT-L usually will not exceed 5 minutes while a one-time introduction by a health club instructor or personal trainer will allow the user to safely perform the CHIROTRACTOR CT-L assisted exercises by him/ herself. Ideally, the CHIROTRACTOR CT-L device should be used before and after a back strengthening circuit training.

As health consciousness and prevention become more relevant for members in health and fitness clubs, specially educated instructors and personal trainers can help optimize the positive effects of medical exercise devices such as the CHIROTRACTOR CT-L.

About Dr. Eduard Chen, founder and CEO of CHIROTRACTOR

Dr. Eduard Chen, a German orthopaedic specialist, completed most of his medical, orthopaedic surgery and chiropractic education in Germany. In 1999-2000 Dr. Chen participated in a post doctorate fellowship program with the Harvard Medical School at

Brigham and Womens Hospital in Boston, MA. In 2006, Dr. Chen started a private orthopaedic practice in prosperous Kronberg, a suburb of Frankfurt.

“After treating many patients for common lower back problems I began designing a device for performing chiropractic adjustments of the lower back and sacroiliac joints so that my patients could treat their own nonspecific lower back pain” Dr. Chen remembers. “Very little of my medical knowledge seemed necessary to help relieve my patients from these problems—usually they happened after an unfortunate golf swing, carrying of a heavy box, getting out of a narrow car seat, and the like.”

With increasing health care costs and limited budgets everywhere, he thought everybody should be able to perform this simple chiropractic procedure in a health or fitness club assisted only by a special exercise device. This would allow even corpulent club members to free themselves from the low back pain they suffer from.

The result of two years of development as well as substantial financial investment is the patented CHIROTRACTOR CT-L lower back exercise device.

“I hope that innovations such as the CHIROTRACTOR CT-L will motivate more people to join health clubs and begin to take their health in their own hands again.” concludes Dr. Eduard Chen.

The CHIROTRACTOR CT-L is designed to treat nonspecific lower back pain and contracted hip and lower back muscles. In the case of chronic low back pain without history of accidental minor and sudden rotation or flexion, an extensive clinical examination is indicated. Spinal and extremity deformities, bad posture, differences in leg lengths or hip joint range of motion as well as muscular dysbalances can be a cause for repeating vertebral joint misalignments.

This is why physicians like Dr. Chen and medical therapists will still be needed. After each adjustment in the lower back area, Dr. Chen would show his patients how to self-adjust their lower backs with a seemingly simple exercise they can do on a mat or towel on the floor at home. “Many of my patients are so inflexible and stiff that sometimes even chiropractors will have difficulties adjusting them, especially corpulent ones” explains Dr. Chen.

The CHIROTRACTOR CT-L should not be used in case of any neurological deficits of unknown cause (e.g. lumbar disc herniation), severe back trauma, fractures, bone tumors etc.

For more information, please go to www.chirotractor.com or contact Dr. Eduard Chen, founder and CEO,

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About CHIROTRACTOR GmbH

CHIROTRACTOR GmbH is a German company located in Kronberg, Germany. CHIROTRACTOR works in close cooperation with Busse Design+Engineering, CHIROTRACTOR's production and design partner. CHIROTRACTOR provides premium fitness and health devices for spinal self-mobilization, applying expert orthopaedic knowledge and chiropractic principles for the prevention and treatment of nonspecific back pain. Devices for other parts of the vertebral column are currently being developed. Design and construction of the CHIROTRACTOR CT-L is protected by several international patents.