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ATHLETICO IS PROUD TO ANNOUNCE THE OPENING OF ITS SPORTS PERFORMANCE CENTER AT THE NEW MCCOOK ATHLETIC & EXPOSITION CENTER NOVEMBER 6TH!

MCCOOK, IL (November 1, 2006) – AthletiCo Ltd., the leading provider of outpatient rehabilitation, performance enhancement and fitness in Chicago and its surrounding suburbs is opening its first Sports Performance Center November 6th at the new state-of-the-art McCook Athletic & Exposition (MAX) center located at 4750 Vernon Avenue in McCook, IL, 47th street just west of 1st Avenue, south of Brookfield, IL.

The McCook Athletic & Exposition (MAX) center is Chicago's first full-sized outdoor field positioned under a clear-span forty-foot roof. The 124,000 square foot facility is designed to meet the needs of individual teams through larger clubs with space driven training requirements. The facility is designed to meet the requirements and needs of organized public and private sports teams and clubs, as well as satisfying the ever-increasing demand for more and better training and competitive facilities.

The purpose of the AthletiCo Sports Performance Center at the MAX is to provide high-quality fitness and sports performance programming, using highly trained and educated performance enhancement specialists. AthletiCo offers services that emphasize education, carefully monitored athletic training protocol, and proven and established techniques to help teams/clubs increase their strength, speed and agility. AthletiCo's goal is to build the complete athlete by focusing on sport-specific movements at game speed. AthletiCo's programs are designed around the movements, skills and energy utilized by each sport.

Athletes are not always born with speed, but they can be trained. Those skills can be learned and improved through practice just like any other skill. Our Performance Enhancement Specialists are licensed and certified professionals with years of experience working with athletes of all levels to increase their speed for sports in which they participate. We incorporate strength, balance, flexibility and explosive power exercises into our program because the greater the overall (total body) strength of the athlete, the more potential for speed development; you also need trained professionals to ensure your athletes are following the proper progressions of exercises.

Performance Enhancement is a growing trend, becoming a vital part of the community. AthletiCo's President Mark Kaufman reports, "The vision for the Performance Enhancement program at AthletiCo is to establish it as the premiere provider of these services to match the reputation of our physical therapy and occupational therapy services. With the phenomenal growth and success we are seeing in the performance enhancement area of AthletiCo, we are excited to continue developing programs and techniques to help athletes develop more strength and speed."

Since not all athletes are born with speed and acceleration skills, they must seek out trainers and specialists to help them meet their performance goals. AthletiCo's Performance Enhancement Specialists do just that by incorporating

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strength, balance and flexibility, and explosive power exercises into their programs. AthletiCo's trained professionals also ensure that athletes are following the proper progressions of exercises that are safe and effective. **Speed wins and AthletiCo has trained all levels of athletes from the adolescent to the professional ranks.**

AthletiCo Programs at the MAX will include:

- Performance Profile
- Individual Training
- Youth Fitness and Performance Training
- Coaches Clinics and Educational Seminars and Workshops
- Post-Rehabilitation Training
- Complimentary Injury Screenings
- Team Combine Testing
- Corporate Training Program
- Performance Enhancement Group Training
- Sport Specific Team Training
- Open Sessions

AthletiCo offers individual and group services that emphasize education, carefully monitored enhancement plans, and established techniques to increase speed, ability, strength, and power. Our goal is to build the complete athlete by focusing on sport-specific movements at game speed. AthletiCo's certified strength and conditioning specialists focus on drills that address quickness, reaction time, dynamic flexibility and postural strength. The main components of the program include:

- **Speed, quickness and agility.**
- **Explosive power and strength.**
- **Flexibility and balance.**
- **Energy system development – Sport specific conditioning.**
- **Injury prevention.**

AthletiCo is proud to be a part of the Chicago area's ultimate state-of-the-art sports performance center. AthletiCo and the MAX will set the standard for indoor sports, sports performance programs, and exhibitions.

AthletiCo is a Chicago-based provider of outpatient rehabilitation, fitness and performance enhancement services with 34 locations throughout the Chicagoland area. Utilizing the skills of physical, occupational and massage therapists, as well as athletic trainers and certified strength and conditioning specialists, AthletiCo promotes the prevention, care, and rehabilitation of orthopedic, sports, work, and occupational injuries. Over the past 15 years, AthletiCo's focus has expanded to include fitness and performance enhancement services, offering comprehensive services to patients, athletes, performing artists and the community.

Jim Tyrrell, ATC, CSCS

Jim is the facility manager of AthletiCo's Sports Performance Center at the McCook Athletic & Exposition center (MAX). He has over 10 years of experience working with a number of high school, college and professional athletes specializing in sport-specific speed, agility, quickness and power. He has a B.S. in Athletic Training from Western Illinois University in Macomb and is a Certified Strength & Conditioning Specialist (CSCS) through the National Strength and Conditioning Association (NSCA). Jim is also the former Head Athletic Trainer and Sports Enhancement Specialist for Notre Dame High School in Niles, where he worked with their 2004 Class 2A State Champion Baseball Team. **Phone: (630) 920-3400, ext. 4423, jtyrrell@athletico.com.**

Will Haskell, YCS Lev. II, ACE

Will is a Performance Enhancement Specialist at AthletiCo's Sports Performance Center at the McCook Athletic & Exposition Center (MAX). Will is a graduate of the University of Albany with degrees in Psychology and Sociology. He is a former 2- sport Division 1, NCAA scholarship athlete. Will is certified by the International Youth Conditioning Association and the American Council on Exercise. **Phone: 708-387-7011, whaskell@athletico.com.**