

Statement from PhitenUSA:

Several media outlets have published reports citing the recent admission by Power Balance in Australia that 'there is no credible scientific evidence that supports our (Power Balance) claims and therefore we (Power Balance) engaged in misleading conduct.' The company was compelled by Australian regulatory authorities to issue a public apology regarding its misleading promotional claims to consumers that Power Balance wristbands improve strength, balance and flexibility.

We at Phiten want to reassure our fans and consumers that our proprietary technology is not related to Power Balance's hologram.

Phiten products, from necklaces to bedding, use our Aqua Titanium technology. Phiten is working with a third-party research body, Society for Aqua Metal Research, to conduct multiple scientific studies with several prestigious research facilities in New Zealand, Germany, Japan and the United States pursuant to the Aqua Titanium technology used by Phiten. The Society for Aqua Metal Research looks forward to releasing additional findings in 2011 to add to the completed and published study done by the Kyoto Prefectural University of Medicine.

Phiten has provided quality health and wellness products to consumers since 1983, and remains committed to continuing that tradition.

About Phiten®

Phiten products are worn by elite athletes all over the world, and aid in counteracting the stress and fatigue of everyday life, while promoting your health, energy and well-being. Headquartered in Torrance, Calif., Phiten shops are located in Seattle, Torrance and Honolulu. Phiten products are available at sporting goods and other retailers across the nation. For more information, please visit [www.PhitenUSA.com](http://www.phitenusa.com/) <<http://www.phitenusa.com/>>.

Additional Information from our Frequently Asked Questions:

What makes you different from Power Balance and others?

We do not claim to understand Power Balance's technology and have not put their products through laboratory testing so we cannot speak to the effectiveness of their technology. However, there are many things that set Phiten products apart. Just to name a few:

- All Phiten products are made with our proprietary technology and materials. No other company has our unique technology. This includes our proprietary materials, such as Aqua-Titanium. These proprietary materials are the subject of various scientific studies organized through the Society of Aqua-Metal Research.
- Diversity: We not only make necklaces and bracelets, but offer a variety of products across different categories including arm wear, apparel, supports, athletic tape, lotion and discs to name a few. All of our products use Phiten technology.
- History: Phiten and its technology have been around since 1983, enjoying widespread success in Japan where the Phiten name is as common a household brand as Tide detergent is the U.S. None of the other products we share shelf space with can claim this longevity of helping people be their best.

About Aqua-Titanium

How does Phiten break down titanium to create Aqua-Titanium?

We have a patented, proprietary process for creating our Aqua-Titanium and any Aqua-Metals. In the scientific community, our Aqua-Metals are usually classified as colloidal metals (nano-particles of metal in liquid suspension); however, our proprietary method does not require the use of acid as is usually the case.

Aqua-Titanium is manufactured through Phiten's proprietary process which is patented in both Japan and the United States.

For more information on Aqua-Titanium and other Phiten proprietary materials, please refer to the Society of Aqua Metals. Their most recent symposium with researcher synopses can be viewed here:

<http://www.aquametal.jp/en/report/index.html>