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FOR IMMEDIATE RELEASE

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**Nardone Chiropractic & Wellness™ Unveils
National Wellness Brand  During
Super Bowl XLV**

February 7, 2011 (Wheeling, WV) – Yesterday, Nardone Chiropractic & Wellness™ (www.NardoneChiropractic.com) unveiled its national wellness brand – Wx™ (www.WxHealthcare.com) – which aired during Super Bowl XLV. The Wx™ logo represents the wellness industry and preventative healthcare – analogous to the Rx symbol associated with prescription-driven medicine.

“Wellness healthcare and preventative medicine is the way – now and in the future – to beat the current statistics. Right now, the United States is overprescribed, over-medicated, obese and at the bottom of most healthcare statistics compared to the rest of the world. Health care reform begins with wellness and the individual, and we want people to take action,” said Dr. Emil Nardone, founder and CEO of Nardone Chiropractic & Wellness. “That’s why our healthcare costs – both insurance and providers – have skyrocketed and we’re not actually addressing or fixing the problem which is the national need for wellness and preventative healthcare. The cost benefits of corporate wellness initiatives outweigh the costs of excessive employee health insurance claims and decreased profitability caused by illness and lack of productivity – things our wellness plans can fix. The medical and pharmaceutical industries continue to profit if people continue being sick. Wx™ is our way of trying to brand and build public awareness about the need for wellness and build recognition by people to take action – a pill can’t always fix it. Lifestyle and environmental changes must also be taken into account.”

Wx™ initiatives include Dr. Emil Nardone's opening of a full service Wx™ Shoppe at Nardone Chiropractic & Wellness including an online store (including vitamins, supplements, nutritional and dietary counseling), offering corporate wellness plans and health seminars, scheduling public speaking engagements, offering nutrition clubs to the general public, and consulting in practice management on how to implement Wx™ initiatives.

“Wx™ extends beyond the chiropractic community – it’s the responsibility of all physicians and healthcare facilities to keep people well and to do it the right way,” Nardone said.

Dr. Emil Nardone is a member of the prestigious International Chiropractic Association (ICA) and possesses a post-graduate certificate by the ICA Council on Wellness as a Certified Chiropractic Wellness Practitioner (CCWP) — among only a handful of doctors worldwide. He is considered an expert in the areas of nutrition and wellness, according to his credentials and colleagues.

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About Dr. Emil Nardone, II, Founder & CEO: DC, CCWP, CVCP

FULL BIOGRAPHY: (www.NardoneChiropractic.com)

A native of the Upper Ohio Valley, Dr. Nardone owns and operates one of the country’s fastest growing and top-rated chiropractic and wellness centers, specifically rated #1 in the Ohio Valley and tri-state area. Internationally, Dr. Nardone is a member of the prestigious International Chiropractic Association (ICA) and possesses a post-graduate certificate by the ICA Council on Wellness as a Certified Chiropractic Wellness Practitioner (CCWP) — among only a handful of doctors worldwide. He is considered an expert in the areas of nutrition and wellness, according to his credentials and colleagues.

A graduate of John Marshall High School, Dr. Nardone received a BS in Biology/Chemistry from Fairmont State University and a Doctorate of Chiropractic from the Southern California University of Health Sciences. Dr. Nardone is currently licensed in West Virginia, Ohio and Pennsylvania including board certifications in acupuncture and corrective exercises. In 2000, Dr. Nardone began his associate training at Dexter Chiropractic (Marietta, Ohio) where he gained valuable knowledge in patient and practice management.

In 2002, he opened Nardone Chiropractic & Wellness which services three states (West Virginia, Ohio and Pennsylvania) and has a national patient base. Also, he consults nationally for practice management, corporate wellness and personal injury. Dr. Nardone continues to advance his studies and certifications by focusing on post-graduate studies in the areas of whiplash, personal injuries, orthopedics, rehabilitation, nutrition, neurology, pediatrics and sports injuries.

About Wx™ Healthcare (www.WxHealthcare.com):

Wx™ Healthcare is a #1-rated wellness provider that specializes in providing wellness healthcare solutions for businesses and organizations. We offer Wx™ plans, healthcare audits and/or wellness seminars for small businesses to Fortune 500 companies. We work with corporations, labor and industry - to name a few. Our goal is three-fold: Reduce, Improve and Increase: 1 - Reducing health care costs, 2 - Improving employee health through wellness programs, and 3 - Increasing corporate revenue through greater health and productivity. It's that simple. Call us today to schedule a free consultation.

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About Nardone Chiropractic & Wellness™ (www.NardoneChiropractic.com):

Nardone Chiropractic & Wellness is a national leader in chiropractic and wellness healthcare with comprehensive practice groups including Individual & Corporate Care, Wellness Plans, Nutrition/Whole Foods Counsel & Supplementation, Workers Comp, Pregnancy, Orthotics, physical therapy, Rehabilitation, and Personal Injury & Expert Testimony among other services. Please call (304) 243-1055 to make an appointment or schedule a consultation. Hours are Monday 1:00 PM – 7:00 PM; Tuesday & Wednesday 8:00 AM – 6:00 PM; 9:00 AM – 5:00 PM; Friday 7:00 AM – 1:00 PM. We are located at 1076 E. Bethlehem Blvd, Wheeling, WV 26003.