



NEWS RELEASE

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FOR IMMEDIATE RELEASE

NCBTMB PARTNERS WITH THE HOLISTIC ALLIANCE TO OFFER AFFORDABLE WEBSITES FOR CERTIFICANTS

Partnership Supports Certified Therapists in Promoting and Growing Practices

OAKBROOK TERRACE, Illinois (January 23, 2008) – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) has established an exclusive partnership with The Holistic Alliance to add value to national certification for massage therapists.

The Holistic Alliance offers affordable, state-of-the-art websites that are designed to help massage therapists and bodyworkers attract new clients and increase their referrals. Nationally certified practitioners can select from a menu of eighteen preset designs, and are then prompted to customize the color and content of their pages through a setup process that takes approximately five minutes.

“The real focus in this partnership is the certificants,” stated Zac Adler, President of The Holistic Alliance. “They need to build strong and successful practices. And our websites help them attract clients and boost referrals. It’s a very simple and natural win-win situation, and we’re very proud to be pioneering it with the NCBTMB.”

Each site includes pages allocated for the practitioner’s biography and specialization, a list of their services, contact information and the ability for clients to request a session online. Any NCBTMB certificant is entitled to try the website development tool free for two weeks with no commitment. Hundreds of massage therapists and bodyworkers nationwide are already using these websites to attract more clients and boost their referrals.

“NCBTMB is proud to offer this benefit to those completing or maintaining their certification,” stated CEO Chris Laxton. “We believe these websites are one more tool we can provide to assist our certified massage therapists and bodyworkers in the expansion of their practices.”

For more information, visit NCBTMB’s website at www.ncbtmb.com, contact The Holistic Alliance at (805) 617-4590 or visit the company’s site at www.BodyworkSites.com.

ABOUT NCBTMB

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) was established in 1992 as an independent, private, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through a recognized credentialing program. NCBTMB examinations are currently utilized or recognized in statute or rule by 32 states plus the District of Columbia. There are currently more than 88,000 professionals with NCBTMB certification. NCBTMB has been accredited by the National Commission for Certifying Agencies (NCCA) since 1993.

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