



National Certification Board forSM
Therapeutic Massage & Bodywork

NEWS RELEASE

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FOR IMMEDIATE RELEASE

NCBTMB LEADERS TO GIVE FEATURED PRESENTATION AT DAY SPA EXPO

*Chair-Elect and CEO to Address Spa Industry Representatives on the Benefits
of Employing Nationally Certified Massage Therapists and Bodyworkers*

OAKBROOK TERRACE, Illinois (February 4, 2008) – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) will be a featured presenter at this week's Day Spa Expo, February 5-7, 2008. As many as 3,200 spa owners, employees and vendors are scheduled to attend the conference hosted by the Sands Expo Center in Las Vegas, Nevada.

NCBTMB Board Chair-Elect Neal Delaporta and Chief Executive Officer Chris Laxton will address representatives of the rapidly growing spa industry on the benefits of employing nationally certified massage therapy and bodywork professionals. Their presentation – The NCBTMB credential: Why you should hire nationally certified massage therapists and bodyworkers – will be on Thursday, February 7 from 11:00-11:45 a.m. in Room #4 off the Day Spa Expo exhibit floor of the Sands Expo Center. NCBTMB is also participating in the conference trade show and sponsoring a refreshment station.

NCBTMB promotes the professionalism and credibility of therapeutic massage and bodywork to advance more uniform standards of practice and ethical conduct. The organization certifies bodywork and massage practitioners on behalf of the profession for the benefit of consumers, certificants and employers. NCBTMB offers two examination choices: the National Certification Examination for Therapeutic Massage and Bodywork (NCETMB) and the National Certification Examination for Therapeutic Massage (NCETM). There is also a state licensing option, the National Examination for State Licensing (NESL).

"We're excited to promote the value and benefits of our certification process and exams to the spa industry," said Laxton. "Professional credentials play a critical role in advancing the practice of any industry, including therapeutic massage and bodywork. Since 1992, not only has NCBTMB assisted certificants in their professional employment, it has also promoted the hiring of therapists who represent the highest standards of professional and ethical practice."

Now in its third year, Day Spa Expo is the fastest growing national spa show in the country. Day Spa Expo is dedicated to providing a focused business

education program designed and produced specifically for this annual international event.

“With the explosive growth of the industry, we at NCBTMB believe it’s important for spa owners to consider the value and credibility of national certification when employing massage and bodywork practitioners,” said Donna Feeley, NCBTMB Chair. “Professionals carrying the NCBTMB certification have passed a rigorous educational and examination process and committed themselves to the highest degree of ethics and standards.”

For more information about NCBTMB, visit NCBTMB’s website at www.ncbtmb.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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