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NEWS RELEASE

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NOAH KAPLAN WINS LIFE WEST'S INAUGURAL NATIONAL SPEECH COMPETITION CALLED "TALK THE 'TIC"

HAYWARD, Calif., November 13, 2008 – On October 3, Noah Kaplan won the first national speaking competition sponsored by the Nu Chapter of Delta Sigma Chi chiropractic fraternity at Life Chiropractic College West. Prizes totaled \$9,000 which included a complete paperless practice management software package from CoAction.

Narrowed down from an initial field of forty participants, the last round included 3 finalists. Ryan Yates is a fourth year student from Palmer College of Chiropractic in Davenport, Iowa, who specializes in NUCCA and spoke about the signs of life and health. Also participating was Daniel Bronstein, from the Southern California University of Health Sciences in Los Angeles; he is a second year student with a specialty in neurology who gave a talk about neurology and subluxation.

The winner, Noah Kaplan, is in his sophomore year at Life West. His specialty is upper cervical technique and his topic was the chiropractic road to health.

Next year, Delta Sigma Chi plans to increase the number of schools that are represented at the event. The competition's conception, development and expansion were a direct result of the efforts of current Life West students. In November 2006, Erik Van Slooten, a current Delta Sigma Chi member, along with his fraternity brothers, created "Talk the 'Tic" to address a strong need among chiropractic students everywhere.

Inherent in the position of chiropractor is the ability to explain technical concepts, educate the public, and convey the tremendous value of chiropractic care. It is imperative to their success as business owners and to the growth of the chiropractic profession that students develop the skills to present complex ideas in a simple and effective manner. Thus, "Talk the 'Tic" was born. Delta Sigma Chi named the competition "Talk the 'Tic" to honor the developer of chiropractic, Dr. B.J. Palmer, who routinely referred to the fundamental truths and principles of chiropractic as "TIC".

The Nu Chapter's faculty advisor, Dr. Shawn Dill, stated, "We are very proud of the initiative and commitment our students continue to demonstrate. Life West works hard to create a supportive environment that empowers its students to express themselves and build community among its peers."

Life West, established in 1976, is an accredited non-profit institution of higher learning. Currently over 400 students from across the United States and abroad are enrolled, and over 3,700 graduates of Life West are now providing chiropractic care worldwide. The college's Health Center, a public outpatient facility, staffed by approximately 150 senior interns who are guided by licensed doctors of chiropractic, provides affordable health care to more than 1,500 patients per week in the city of Hayward, California. The college and Health Center maintain a Web site at www.lifewest.edu.

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