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N E W S R E L E A S E

FOR IMMEDIATE RELEASE

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LIFE WEST STUDENT-INSPIRED EVENT EXPANDS TO BECOME NATIONAL COMPETITION

Hayward, Calif., June 17, 2009 — The Nu Chapter of the Delta Sigma Chi fraternity is working to promote inter-scholastic participation at the upcoming national “Talk the ‘Tic” speaking competition at Life Chiropractic College West. Judges will select the best lay lecture (or patient-education lecture) about chiropractic.

Life West, Life University, Northwestern University of Health Sciences, Southern California University of Health Sciences, and Palmer College of Chiropractic (Davenport) will each send the winning representative of their college-level competitions to Life Chiropractic College West on July 10 for the national championship. Prizes will include a complete paperless practice management software package from CoAction Software valued at \$9,000, along with other prize donations.

On May 30, Max Lippman, an 11th quarter intern from Eureka, California was chosen from among six finalists to represent Life Chiropractic College West at its college-level speaking competition at the Pleasanton (Calif.) Marriott. He was given the “Gerard W. Clum, D.C. Award” for his exceptional performance. In addition to the competition presentations, the day-long event included lectures by guest speakers including Drs. Leslie Hewitt, Shawn Dill, Troy Dreiling, Michelle Arietta, and Maia James.

The competition’s conception, development and expansion were a direct result of the efforts of Life West students. In November 2006, Erik Van Slooten, along with his Delta Sigma Chi fraternity brothers, created “Talk the ‘Tic” to encourage chiropractic students to develop their presentation skills. 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 the growth of the chiropractic profession that students develop the skills to present complex ideas in a simple and effective manner.

The Pleasanton competition was hosted by Delta Sigma Chi and was sponsored by the California Chiropractic Association, Titronics and CoAction Software.

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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