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N E W S R E L E A S E

FOR IMMEDIATE RELEASE

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LIFE CHIROPRACTIC COLLEGE WEST NAMES DR. MATTHEW HUBBARD AS ITS 2010 ALUMNUS OF THE YEAR

Hayward, Calif., December 7, 2010 — On Saturday, October 23, Dr. Matt Hubbard from San Diego, California, was honored as 2010 Alumnus of the Year by the Life Chiropractic College West Alumni Association. Given to him at Life West's annual gala dinner and dance, the award recognized Dr. Hubbard's outstanding service to the chiropractic profession and his community.

Dr. Hubbard served on the Board of Directors of the World Chiropractic Alliance (WCA) since 2001, and was given the Outstanding Service Award by the WCA in 2006. In 2003, Dr. Hubbard, along with Drs. Timothy Gay, and Kerry Keiser, founded Chiropractors on the Road to Excellence (CORE), which brings together local chiropractors for monthly meetings.

Dr. Michelle Arietta, President- Elect of the Life West Alumni Association, stated, "Dr. Matt is a 24/7 living expression of lasting purpose, giving, doing, loving and serving. It's exciting to see a great leader in our profession, a product of Life West!"

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.