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CONTACT: The Lavidge Company
480-998-2600
Jennifer Spangler ext. 552
jspangler@lavidge.com
Kendra States ext. 562
kstates@lavidge.com

PHITEN[®] ADDS NBA STAR CHRIS BOSH TO OFFICIAL LIST OF CELEBRITY ENDORSERS

TORRANCE, Ca. (September 27, 2011) – Phiten[®], the innovator and original maker of the titanium necklace and precious metal-infused wellness products, today announced its endorsement deal with Miami Heat power forward, Chris Bosh.

Bosh, is often seen wearing the Miami Heat NBA Titanium Bracelet. He joins fellow NBA stars Carmelo Anthony and Eric Gordon as official Phiten Basketball brand ambassadors, and is also accompanied by an array of other notable Phiten athletes from the MLB, NFL, NHL, PGA Tour and more.

Bosh, a six-time NBA All-Star and member of the 2008 gold medal winning USA men's basketball Olympic team, is best known for being one of the premier Power Forwards in the NBA. Drafted in 2003, he quickly emerged as the team's star, leading the Raptors in the 2006-2007 season to their first NBA Playoffs in five years and their first ever division title. He left Toronto as its all-time leader in points, rebounds, blocks, double doubles, free throws made and attempted, and minutes played.

Bosh was one of the most sought after free agents last summer and joined the Miami Heat franchise along with his fellow free agents and Olympians, LeBron James and Dwyane Wade to form the BIG 3. Bosh, in his first Miami Heat season, was instrumental in leading the Heat to the NBA Finals in 2010-2011. He is now entering his ninth year in the league.

"I'm thrilled to be an official Phiten brand ambassador, joining forces with Phiten, a brand that promotes youth basketball made perfect sense," states Bosh.

"Chris is a perfect addition to our roster of official Phiten athletes," said Joe Furuata, public relations and marketing manager of Phiten USA. "He's an inspiration to many and a strong supporter of our brand. We're thrilled to have him onboard."

To view Phiten's Authentic NBA Collection, visit www.phitenusa.com.

About Phiten®

Phiten products are worn by elite athletes and enthusiasts all over the world in promoting your good health, energy and well-being. Headquartered in Torrance, Calif., Phiten shops are located in Seattle, Torrance and Honolulu. Phiten products are available at retailers across the nation, particularly sporting goods. For more information, please visit www.PhitenUSA.com.

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