

# **NEWS RELEASE**



Dynatronics

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## **Dynatronics Expands Nationwide Direct Sales Force by 25 Percent**

Salt Lake City, Utah (September 24, 2009) – Dynatronics Corporation (NASDAQ: DYNT) announced it has added 10 new sales representatives to its nationwide direct sales force, bringing the total to 50 – a 25 percent increase.

“We’re thrilled to be adding so many experienced representatives to our sales team,” said Larry K. Beardall, executive vice president of sales and marketing at Dynatronics. “This is just one more way we’re benefiting from the unprecedented consolidation within our marketplace. Nine of the 10 are seasoned reps, averaging more than 15 years of experience and having generated more than \$9 million in sales for their predecessor companies this past year.”

Dynatronics plans to continue expanding its sales force to improve its distribution channels and increase market share.

The company also announced the addition of two large distributors: TheraTek, headquartered in Seattle, Washington, and Advantage Medical, based in Carmel, Indiana.

“These two dealerships represent a combined 35 years in business and add equally experienced sales representation to the Pacific Northwest and Midwest regions of the country,” Beardall explained. “We’re excited that they will now be selling Dynatronics’ products.”

With the addition of 10 direct sales representatives and two large distributors, Dynatronics has solidified its position as one of the largest distributors of rehabilitative equipment and supplies in the United States.

“This places Dynatronics in a uniquely competitive position in the fast-changing physical medicine market,” Beardall added.

Dynatronics manufactures, markets and distributes advanced-technology medical devices, orthopedic soft goods and supplies, treatment tables and rehabilitation equipment for the physical therapy, sports medicine, chiropractic, podiatry, plastic surgery, dermatology and other related medical, cosmetic and aesthetic markets. More information regarding Dynatronics is available at [www.dynatronics.com](http://www.dynatronics.com).