

# **NEWS RELEASE**



Contact: Bob Cardon, Dynatronics Corp.  
800-874-6251 or 801-568-7000

## **Dynatronics Launches E-Commerce Website**

Salt Lake City, Utah (July 15, 2010) – Dynatronics Corporation (NASDAQ: DYNT) today announced the launch of its e-commerce website at [dynatronics.com](http://dynatronics.com). The new website offers thousands of products for clinics and medical practitioners, particularly targeting the physical medicine market.

“The new, easy-to-use website is a key marketing tool for Dynatronics,” said Larry K. Beardall, executive vice president of sales and marketing. “We believe it will help sales grow to new heights. It’s an important step for our expansion into the national account and group purchasing organization segments of the market, which require online ordering capability. It will also expose our products to other new groups of online customers. Functionally, the website creates new ways for customers to communicate with the company to request quotes, arrange for product demos and check on their accounts.”

Beardall also pointed out that customers will be given incentives to order online. “Not only will they get the best pricing on products by ordering online,” he explains, “but they will also be able to track shipments and know when their orders will be delivered. In addition, the website vastly enhances the ability of our salespeople to generate quotes for customers through a new e-quote system module.”

Dynatronics anticipates that the new website will lead to reduced transaction costs, decreased order-entry errors and increased order processing efficiencies, which are expected to boost the company’s competitive edge in the market.

“Most importantly, over the coming year we expect to see real improvement to the bottom line as a result of our website’s launch,” stated Kelvyn H. Cullimore Jr., chairman and president of Dynatronics. “Despite the challenging economic times, we are moving forward aggressively to grow our business and improve market share.”

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).

This press release contains forward-looking statements. Those statements include references to the company’s expectations and similar statements such as the statement regarding expectations for reduced transaction costs, decreased order-entry errors, increased order processing efficiencies, future growth in the company’s business and market share gains. Actual results may vary from the views expressed in the forward-looking statements contained in this release. The development and sale of the company’s products are subject to a number of risks and uncertainties, including, but not limited to, changes in the regulatory environment, competitive factors, inventory risks due to shifts in market demand, market demand for the company’s products, availability of financing at cost effective rates, and the risk factors listed from time to time in the company’s SEC reports including, but not limited to, the report on Form 10-K for the year ended June 30, 2009, and subsequent quarterly reports.