



## **BIOTONIX CONCLUDES AN AGREEMENT WITH MOVAXION, THE LEADING GROUP OF INDEPENDENT GYMS IN QUEBEC**

**Boucherville, April 29, 2010** – Biotonix (2010) Inc. (TSX-V: BTX) ("Biotonix"), a leader in postural health and fitness, announced today an agreement with Movaxion, the leading group of independent gyms in Quebec. Under the agreement, the FitPrint™ software solution developed by Biotonix to assess posture and fitness will be tailored to meet the specific needs of the Movaxion network. The first implementation phase will kick-off this week in eastern Quebec followed shortly by western Quebec. Movaxion already boasts 26 affiliated branches across the province.

"This agreement is in line with our fitness market penetration strategy and will promote the growth of Biotonix's business segment based on its transactional health web platform," declared Louise St-Onge, CEO of Biotonix. "We are very pleased to join forces with Movaxion and are working closely with them to develop a top-notch product for its members that is yet easy to use by its fitness professionals," she concluded.

"The evolving fitness market is gradually moving towards a more global approach to health. It's no secret that good posture fosters muscular symmetry as well as optimal appearance and fitness. Movaxion has always been at the forefront of new trends, which is why we are partnering with Biotonix to offer our members a state-of-the-art solution," commented Hugo Tessier, President of Movaxion.

According to IHRSA, 15% of Canadians have a fitness club membership. In Canada, members number 4,635,000 across 5,047 clubs, which represents a USD 1.89 billion industry <sup>(1)</sup>. According to Movaxion, some 750 independent clubs in Quebec represent sales of CAD 350 million.

### **About Biotonix's FitPrint™ solution**

FitPrint™ has the capability to assess posture as well as establish physiological age in order to improve muscular balance, performance and overall fitness, and rejuvenate the body. The application analyzes posture and body alignment using fundamental biomechanics variables such as joint compression forces, vertical alignment deviations and center of gravity. Current overall fitness in comparison to physiological age is also evaluated. Values such as VO2Max, lung capacity, muscular strength, muscular endurance and flexibility, body fat and weight are measured. The results are then compared, according to age and gender, to Canadian standards and recognized by Canadian Physical Activity, Fitness and Lifestyle Appraisal Guidelines (CSEP). This allows comparing physiological age to real age. Tracking capabilities allow to measure progress and improvements over determined periods.

<sup>(1)</sup> The 2008 IHRSA Global Report on the State of the Health Club Industry [www.ihrsa.org](http://www.ihrsa.org)

### **ABOUT MOVAXION**

Movaxion is the leading group of independent gyms in Quebec. It allows independent gyms to increase both their buying power and visibility with the public, while launching new trends in the Quebec fitness industry. [www.movaxion.com](http://www.movaxion.com)

## **ABOUT BIOTONIX**

Biotonix Inc. (TSX-V: BTX) offers innovative health solutions for posture correction and fitness using a web-based imaging software technology. Biotonix is currently developing novel orthotics for the back and foot, also geared specifically toward improving posture. For more information please visit [www.biotonix.com](http://www.biotonix.com).

## **BIOTONIX'S FORWARD-LOOKING STATEMENTS**

*This press release contains forward-looking statements that reflect the Company's current expectation regarding future events. There is a risk that expectations and forward looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on these forward looking statements as they involve risks and uncertainties, which could make actual results differ materially from those projected herein and depend on a number of factors including, but not limited to, no history of profitability, future financing, intellectual property and patents, key personnel, competitive marketplace, technology obsolescence, share price volatility and other risks detailed from time to time in the Company's filings. While Biotonix anticipates that subsequent events and developments may cause its views to change, Biotonix specifically disclaims any obligation to update these forward looking statements, unless obligated to do so by applicable securities laws*

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