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Laura Klutts – 972-788-4001, Ext. 218

NEWLY RECOGNIZED DISEASE-WITH MEDICAL EXPERTS FEW AND FAR BETWEEN

Fibromyalgia now in the spotlight; treatment centers expect surge of new patients

DENVER (April 2, 2008) – Lisa Davenport knew something wasn't right. This self-described "mover and shaker" was finding it more and more difficult to function, suffering from unexplained pain, headaches and constant fatigue that defied her Type A personality.

After seven years of suffering and much research, Lisa was certain she had fibromyalgia, a condition she found to be widely unrecognized by the medical community.

In August 2007, she attended a conference in Philadelphia, a medical self-help event featuring Dr. Michael Roizen and Dr. Mehmet Oz, often a featured guest on "The Oprah Winfrey Show." Through the conference, Dr. Oz referred Lisa to Dr. Jacob Teitelbaum Medical Director of the Fibromyalgia and Fatigue Centers (FFC), the only facility of its kind treating fibromyalgia and related chronic fatigue issues. Since beginning treatment with FFC, her life has turned around.

"The changes that I have seen are truly remarkable; I am very happy with my progress," said Lisa. "Fibromyalgia robs confidence, emotional well-being, and sanity at times. My once gloomy and uncertain future is now healthy and bright."

Once hidden in the shadows, fibromyalgia is quickly stepping into the spotlight as the medical and pharmaceutical community has finally acknowledged its existence. May is National Fibromyalgia Education and Awareness (May 12 is National Fibromyalgia Awareness Day) and doctors hope additional attention will be given to this little known disease. Fibromyalgia and Fatigue Center doctors are currently the only specialists with experience in treating the disease.

"When you go to the doctor, you want answers," said Dr. Arlyn LaBair. If the doctor doesn't know the answer he or she will likely refer you to a specialist. In the case of fibromyalgia, we are the specialists– we can successfully treat this condition. We have been treating it for years even as the rest of the medical community debated its very existence. The fact is, many in the medical community simply don't understand fibromyalgia and how to treat it. Many physicians dismissed the existence of the condition and therefore, have dismissed the concerns of patients suffering from the disease."

Fibromyalgia is characterized by muscle and joint pain, flu-like pain that can be severe and constant, a feeling of exhaustion, specific tender points, body aches and muscle stiffness. It can also be accompanied by irritable bowel syndrome, sleep disturbance,

headaches, anxiety, depression and a variety of other symptoms. Many patients suffer with these symptoms for years before getting help.

“Since 2004, we have treated more than 12,000 patients and that’s without this condition being widely recognized,” said Dr. LaBair. “Now that the pharmaceutical and general medical communities are finally giving it validity and talking about it, public awareness is also growing. As a result, we suspect thousands more will soon be seeking treatment.”

FFC develops, operates and manages 12 outpatient “Centers of Excellence” in the U.S. for the treatment and ongoing care of people diagnosed with Fibromyalgia, Chronic Fatigue & Immune Dysfunction Syndrome, and Unrelenting Fatigue. Centers are currently open in Atlanta, Cleveland, Dallas, Denver, Detroit, Fort Worth, Las Vegas, Norwalk, Philadelphia, Pittsburgh, Portland, and Seattle with plans for future expansion.

Patients seeking treatment for the disease have created a new kind of medical tourism.

“We have patients from all over the U.S. - and in fact all over the world - who have sought treatment with us,” said Dr. LaBair. “We have patients from as far away as the Australia, New Zealand, Israel, and Japan who are patients. The disease knows no cultural boundaries.

“We work with each patient to develop an individualized plan of treatment. Although two people may have the same diagnosis, the treatment plan will likely vary based on many underlying factors and causes that contribute to the disease in each person. Think of it as a fingerprint; no two are alike.

We test for underlying conditions and utilize a six-step holistic approach which is a proven treatment protocol that works. We do prescribe medication when it’s needed, but it’s never the first step.”

Fibromyalgia can affect any gender or age, but predominately affects women between 35 and 54 and has also been found to be genetic. The number of Americans suffering from this debilitating condition has risen in recent years to nearly 12 million.

For more information, please visit www.fibroandfatigue.com or call (866) 443-4276.

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