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PRESS RELEASE

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Women's Health Boutique Aligns with Health Care Advocate, VGM Group

CYPRESS, Texas – In late March, the Women's Health Boutique (WHB) franchise system, with retail locations around the United States serving women with special health needs since 1994, aligned with VGM Group, the most comprehensive member service organization for independent Home Medical equipment (HME) providers in the U.S.

WHB, with 15 locations, including hospitals and cancer centers, serves a niche that consists of breast cancer survivors, diabetics, lymphedema sufferers and other women with health-related issues that require specific products and services not offered in typical retail environments. WHB and other health similar specialty businesses have found many government regulations, including competitive bidding and Medicare reform, are increasingly putting their viability in jeopardy.

“In the highly politicized and regulated environment we have today in the durable medical equipment industry, we consider VGM Group to be ‘our voice’ in Washington, fighting for small niche providers such as WHB,” says Daina Pitzenberger, WHB president. “We don't want to see the day when mastectomy patients are forced to depend on mail order to receive prostheses and other products they need to feel normal again.”

Women's Health Boutique offers women a comfortable, dignified and intimate alternative to shopping for health-related merchandise such as wigs and turbans, maternity and compression items, mastectomy and other post-operative products and fashion lingerie. At Women's Health Boutique, women find an attractive, unhurried atmosphere with knowledgeable, compassionate, specially-trained women who understand their personal healthcare needs.

“Van G. Miller has been an innovative leader in healthcare for over 20 years and it is exciting to be a part of his VGM Group,” says Vicki Jones, WHB Founder and owner of Women's Health Boutique in Longview, Texas. “Because we share the same principles and values in all aspects of healthcare, this is a tremendous opportunity for our owners to tap into the best for regulatory support, managed care contracts and buying group power.”

About ICED

Women's Health Boutique is part of the International Center for Entrepreneurial Development, Inc. ICED, located in Cypress, Texas, is the parent company for Kwik Kopy Printing, American Wholesale Thermographers, The Ink Well, Franklin's Printing, Women's Health Boutique, Parcel Plus, Kwik Kopy Business Centers and COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

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