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FOR IMMEDIATE RELEASE

## **Brace X**

### **Phong Tran, CEO of Brace X, adds Eric P. Rose, NPDP, MBA to the company's Board of Advisors**

Tarzana, CA (September 4, 2014) –Phong Tran, CEO of Brace X, adds Eric P. Rose, NPDP, MBA to the company's Board of Advisors to guide product roadmap and development of the Brace X product from granted patent through product and market strategy into product launch.

Brace X is a patented adjustable resistance joint brace to be used for rehabilitation and strength training. Designed to benefit knees, elbows, and more, Brace X aims to educate and provide everyday consumers and professional athletes with the best piece of equipment to keep them in the game, whether that be in life or on the court.

Mr. Rose will leverage his expertise, supplier connections, and technical associates to accelerate the company's growth. He has more than 30 years of experience in product innovation, product development, commercialization, and project management. Mr. Rose is an Adjunct Professor of Product Innovation in Pepperdine University's MBA program, and he serves as President Emeritus and Co-Founder of the Product Development and Management Association, Los Angeles Chapter (PDMA-LA).

Brace X recently emerged as a competitive innovator in the AIM (Accelerate + Incubate + Mentor) summer accelerator program at University of Southern California's Lloyd Greif Center for Entrepreneurial Studies. AIM is a 10-week summer program directed at fast-tracking startups to get to the next level.

### **About Brace X**

Brace X is a new company focusing on the development, manufacturing, and distribution of a patented adjustable resistance joint brace to be used for rehabilitation and strength training. Designed to benefit knees, elbows, and more, Brace X aims to educate and provide everyday consumers and professional athletes with the best piece of equipment to keep them in the game, whether that be in life or on the court. Phong Tran, the company's founder and Brace X inventor is a seasoned personal trainer with experience in joint strengthening and rehabilitation. The company is aligning itself with experts in physical training and rehabilitation in order to meet the needs of both market segments. The product was recently included in the USC Lloyd Greif Center for Entrepreneurial Studies Incubator project. Further affiliations with USC's division of Biokinesiology and Physical Therapy are planned.

### **About Eric P. Rose**

**ERIC P. ROSE, NPDP, MBA** is a product innovation and management consultant who has worked with companies ranging from startups through Fortune 500 firms. Mr. Rose's services are well suited for product entrepreneurs who need assistance moving from product concept to production launch. In addition to his work with Brace X, Mr. Rose has provided product innovation services to companies in a wide range of industries including healthcare, industrial, and consumer products.

Mr. Rose helps clients move new products from market opportunity into marketplace reality through the phases of product research, development, commercialization, manufacturing, and production launch. For more information, visit [www.ericpaulrose.com](http://www.ericpaulrose.com), call (818) 383-8330, or email [eric@ericpaulrose.com](mailto:eric@ericpaulrose.com).