



PHC, Inc. to Present at Roth Capital Partners 2007 'OC' Conference on February 22nd

February 6, 2007

PEABODY, Mass., Feb. 6 /PRNewswire-FirstCall/ -- PHC, Inc., d.b.a. Pioneer Behavioral Health (OTC Bulletin Board: PIHC), a leading provider of inpatient and outpatient behavioral health services, today announced that Bruce A. Shear, Chief Executive Officer of PHC, will present at the Roth Capital Partners 2007 "OC" Growth Conference at 9:30 a.m. (Pacific) on Thursday, February 22, 2007. The conference is hosted by Roth Capital Partners at The Ritz Carlton Laguna in Laguna Beach, California, and PHC, Inc. will present in Salon 6.

The presentation will discuss the Company's diversified platform for growth in fiscal 2007 and beyond, including the Seven Hills Behavioral Hospital, under construction near Las Vegas, Nevada, which will significantly expand the Company's capacity for inpatient treatment. Mr. Shear will also discuss the recently announced 10-year, \$80 million contract with Behavioral Healthcare Options (BHO), a subsidiary of Sierra Health Services, Inc., in which Pioneer will operate four clinics in the BHO network in Las Vegas and northern Arizona.

The conference presentation will be webcast on the above stated date and time and interested parties can listen to the webcast and view related slides by visiting the investor relations portion of the Company's website, located at <http://phc-inc.com> or at <http://www.wsw.com/webcast/roth9/pihc.ob/> online. Following the live presentation, a replay of the presentation will be available for 90 days.

About Roth Capital Partners

Since 1984 Roth Capital Partners, LLC ("ROTH") has been a leader and innovator in the small and micro cap markets. Roth's exclusive focus has been, is, and will continue to be providing the full spectrum of investment banking services, including raising capital, research coverage, creating liquidity, trading and market making, merger and acquisition advisory services, sales support, and investor conferences, to our customers. Roth's experience and capabilities in raising capital for public companies are the hallmarks of the Firm. Over the last 10 years, Roth has raised more than \$8.7 billion for small and micro cap public companies and completed over 123 merger, acquisition and advisory assignments. In 2005, Roth raised \$1.7 billion for its clients. Also, the firm has been the leading placement agent over the last two years for the number of PIPE transactions, raising over a billion dollars. Recognized as one of the country's largest institutional investor conference for micro- and small-cap companies, the Roth Capital Partners 2007 OC Growth Conference will feature presentations from nearly 300 companies that cover a broad spectrum of sectors such as technology, healthcare, consumer products and financial services. Roth has extended the conference to three days to allow for an even larger number of presenting companies. For more information, please contact conference@rothcp.com or visit www.rothconference.com.

About Pioneer Behavioral Health

Pioneer Behavioral Health operates companies that provide inpatient and outpatient behavioral health care services, clinical research and Internet- and telephonic-based referral services. The companies contract with national insurance companies, government payers, and major transportation and gaming companies, among others, to provide such services. For more information, please visit www.phc-inc.com or www.haydenir.com.

Statement under the Private Securities Litigation Reform Act of 1995:

This press release may include "forward-looking statements" that are subject to risks and uncertainties. Forward-looking statements include information about possible or assumed future results of the operations or the performance of the company and its future plans and objectives. Various future events or factors may cause the actual results to vary materially from those expressed in any forward-looking statements made in this press release. For a discussion of these factors and risks, see the company's annual report on Form 10-K for the most recently ended fiscal year.

Company Contact:

PHC, Inc.
Bruce A. Shear
(978) 536-2777

Investor Relations Contact:

Hayden Communications, Inc.
Matt Hayden or Peter Seltzberg
843-272-4653

SOURCE PHC, Inc.

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/CONTACT: Bruce A. Shear of PHC, Inc., +1-978-536-2777; or Investor Relations, Matt Hayden or Peter Seltzberg, both of Hayden Communications, Inc., +1-843-272-4653, for PHC, Inc./
/Web site: <http://www.phc-inc.com> /
(PIHC)

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