



PHC, Inc. to Present at Noble Financial's 'Two-Double-O-Seven' Small Cap Conference/Microcap Symposium August 20, 2007

July 30, 2007

PEABODY, Mass., July 30 /PRNewswire-FirstCall/ -- PHC, Inc., d.b.a. Pioneer Behavioral Health (Amex: PHC), a leading provider of inpatient and outpatient behavior health services and pharmaceutical research, today announced that Bruce A. Shear, Pioneer's President and Chief Executive Officer, will present at Noble Financial's "Two-Double-O-Seven" Small Cap Conference/Microcap Symposium at the Charleston Place Hotel in the heart of Charleston South Carolina's historic district. The Company will present at 1:00 p.m. on August 20 in the Octopussy Room and the presentation will be webcast live and can be accessed at the Conference's website, <http://www.two-007.net> and will be available for approximately 30 days following the conclusion of the presentation.

The presentation will discuss the Company's growth drivers for fiscal 2008 and beyond. These initiatives include the Seven Hills Behavioral Institute, scheduled to open in early 2008. This facility will serve the behavioral health needs for Las Vegas' rapidly growing population. In addition, Mr. Shear will discuss the Company's pharmaceutical research division, Pivotal Research, and its Wellplace division which contracts with municipalities and large employers, including 21 hotel/casino properties in Las Vegas. The presentation will also discuss the Company's financial results for the first nine months of fiscal 2007.

Following the formal presentation, the Company will have a breakout session, immediately following the formal presentation, in the You Only Live Twice room. Company management will be available for one-on-one meetings throughout the day, which may be arranged by emailing Noble Research at info@two-007.net.

About The Noble Financial/Two-Double-O-Seven Small Cap Conference/Microcap Symposium

Noble Financial supports emerging growth companies through strategic advice, investment banking, market-making, sales & trading, comprehensive equity research, and the development of institutional support. Noble's equity conferences allow for a unique blend of professional and personal interaction among a diverse cross-section of executives. The goal is to deliver outstanding business organization, world-class accommodation and meeting facilities, and memorable social events.

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 payors, and major transportation and gaming companies, among others, to provide such services. For more information, please visit <http://www.phc-inc.com> or <http://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-KSB for the most recently ended fiscal year.

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(PHC)

CO: PHC, Inc.; Pioneer Behavioral Health; Noble Financial
ST: Massachusetts, South Carolina
IN: HEA MTC SPM OTC
SU: TDS CCA

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