



PHC Announces New Stock Buyback Program

June 29, 2009

PEABODY, Mass.--(BUSINESS WIRE)--Jun. 29, 2009-- PHC, Inc., d/b/a Pioneer Behavioral Health (NYSE AMEX: PHC), a leading provider of inpatient and outpatient behavioral health services, announced today that its Board of Directors has authorized the buyback of up to 1 million shares of the Company's Class A common stock on the open market over the course of its next fiscal year, which begins July 1, 2009. The current Stock Buyback program, under which the Company has purchased approximately 400,000 shares, expires June 30, 2009.

"This latest authorization to repurchase shares on the open market reflects the view that the Company is well positioned for growth in fiscal 2010 and beyond," said Bruce A Shear, Pioneer's president and CEO. "We believe that strong demand for our residential treatment services to adjudicated youth in the Detroit metropolitan area through our Capstone Academy Facility and the anticipated CMS Medicare certification at Seven Hills Behavioral Institute in Henderson, Nevada positions us well for growth in the future."

About PHC d/b/a Pioneer Behavioral Health

PHC, Inc., d/b/a Pioneer Behavioral Health, is a national healthcare company providing behavioral health services in five states, including substance abuse treatment facilities in Utah and Virginia, and inpatient and outpatient psychiatric facilities in Michigan, Pennsylvania, and Nevada. The company also offers internet and telephonic-based referral services that includes employee assistance programs and critical incident services. Contracted services with government agencies, national insurance companies, and major transportation and gaming companies cover more than one million individuals. Pioneer helps people gain and maintain physical, spiritual and emotional health through delivering the highest quality, most culturally responsive and compassionate behavioral health care programs and services. For more information, visit www.phc-inc.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.

Source: PHC, Inc.

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