



PHC Inc.'s Seven Hills Behavioral Institute Experiences Strong Patient Demand

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Nevada Unit Operating at near Capacity; New Adolescent Unit Reports Strong Interest

PEABODY, Mass., Apr 27, 2010 (BUSINESS WIRE) --PHC, Inc., d/b/a Pioneer Behavioral Health (NYSE Amex: PHC), "Pioneer" or (the "Company"), a leading provider of inpatient and outpatient behavioral health services, announced today that its Seven Hills Behavioral Institute (SHBI) in Henderson, Nevada has been operating at near capacity over the last two weeks and its recently opened ten-bed adolescent has experienced strong demand. The census is currently at the highest level since the Hospital was opened in April, 2008. The Hospital provides psychiatric, alcohol and drug addiction treatment for adults and adolescents. The strong operating results are expected to support the Company's continued improvement in operating results for the current quarter.

"We are pleased to have reached target occupancy at Seven Hills, which represents a key facility in the Company's operations," said Bruce A. Shear, Pioneer's president and CEO. "SHBI has been operating profitably for many days in April and we believe the trend continues, even without CMS certification which we are hopeful will be completed shortly. We are also excited by the strong response generated by our new adolescent unit, as it provides another attractive source of revenue and fills an unmet need within the community."

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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