



PHC, Inc. Retains Hayden IR to Develop a Comprehensive Investor Relations Program

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PHC, Inc., d/b/a Pioneer Behavioral Health (NYSE Amex: PHC), a leading provider of inpatient and outpatient behavioral health services, today announced that it has retained Hayden IR, a national, New York-based investor relations consulting firm, effective August 15, 2010, to develop and implement a strategic investor relations program to raise its visibility and strengthen its relationships with the investment community.

"We have achieved a compelling strategic position in an emerging industry, and we are situated to benefit from the enactment of Healthcare reform legislation as more individuals will have access and a means for reimbursement of our programs," commented Bruce A. Shear, Pioneer's President and CEO. "We continue to grow our patient census, driving organic growth, and we believed this is the optimum time to retain Hayden IR to assist us in formulating and executing a broad program to articulate the inherent value of our business model to the investment community."

With offices in New York, Phoenix, Minneapolis and San Diego, Hayden IR provides a comprehensive range of investor relations services to a growing list of clients. For more than a decade, Hayden IR has been a recognized leader in driving market recognition and creating sustainable competitive advantages for more than 100 micro- and small-cap companies. Hayden delivers expertise and professionalism in such areas as investor management, relationship building, awareness campaigns, online presence and corporate identity.

Brett Maas, Managing Partner at Hayden IR, added, "Pioneer Behavioral Health's proven business model and compelling growth profile will be attractive to our audience of professional investors. Pioneer's growth has reached the point where additional revenues should more directly impact the bottom line, and this leverage in the business model creates a compelling near-term opportunity for growth-oriented investors. With pending CMS certification, the Seven Hills Behavioral Institute in Henderson, Nevada has the potential to add as much as more than five cents per year to the Company's earnings per share and we plan to broaden the Company's audience of potential investors in advance of this anticipated growth. The Company also has a solid balance sheet which will be attractive to value-oriented investors. Additionally, ongoing consolidation in the industry creates additional opportunities for Pioneer to accelerate its growth, which would lead to higher valuation multiples going forward. We are excited to represent Pioneer Behavioral Health and look forward to a productive relationship."

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., d/b/a Pioneer Behavioral Health