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## HAWKGRIPS PARTNER NAMED CHIEF OPERATING OFFICER

**Conshohocken, PA, August 17, 2016**– HawkGrips, leading manufacturer of IASTM instruments, officially names Sean MacNeal as Vice President and Chief Operating Officer. MacNeal joined HawkGrips soon after its founding, and has been instrumental in the growth seen by the brand in those early years.

“It’s an exciting time to be part of the HawkGrips team,” says MacNeal. “While we will continue to be the leading supplier of superior-quality IASTM instruments, we have big initiatives planned for 2017 and beyond, including significantly expanding our educational platform. In the coming year, we will be offering the best and most complete IASTM certification in the industry while also providing a cascade of specialty courses unlike any other CEU company out there. We also have new products in the pipeline that will solidify our position as the leading brand in our space.”

HawkGrips manufactures a high-quality line of surgical-grade stainless steel instruments that are designed for Instrument Assisted Soft Tissue Mobilization therapy (IASTM). The instruments are utilized by physical therapists, chiropractors, athletic trainers, massage therapists, occupational therapists, and many other healthcare practitioners for treatment of a wide variety of soft tissue injuries and limitations. HawkGrips tools differ from others on the market in several aspects, most prominently the unique cross-hatch grip on each instrument that is designed to prevent the tool from slipping in the hands of practitioners, as well as reduce the amount of force and strain required for proper use.

In addition to these instruments, HawkGrips offers educational courses that enable individuals to increase their understanding of IASTM, practice utilization of the instruments, and earn continuing education credits. Courses are taught by highly experienced industry leaders, and held across the United States throughout the year. Prospective attendees may register for a course in their area, or arrange to schedule a course at their own location.

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