



Press Release

Applied Technology Holdings, Inc. forms first new subsidiary called MVP Sports Technologies, Inc.

Subsidiary will bring together nanotechnology to focus on Sports injury prevention and training

Mission Viejo, Calif., December 25th, 2009 – Applied Technology Holdings, Inc., today reported that the Company has formed its first subsidiary for sports based technologies called MVP Sports Technologies, Inc.

MVP Sports Technologies, Inc. is a California corporation focused on sports rehabilitation, strength and conditioning, academics, and sports nanotechnology. MVP Sports Technologies has licensed Applied Technology Holdings patented wireless bioMotion™ technology to optimize the way sports performance, education, and rehabilitation are measured, through the gathering of data from sensors attached to a body or garment. The Company will use this new nanotechnology technology platform to create new performance benchmarks within its training, physical therapy, academic, and technology centers located in its new 25,000 square foot facility in Mission Viejo, California. MVPST's new facility will be officially opened on January 4th, and will be located at: 23602 Via Fabricante, Mission Viejo, Ca, 92691.

Jay Shears, Chairman and CEO of Applied Technology Holdings, Inc., commented; “MVP Sports Technologies is our “pillar” subsidiary – the first of several planned majority owned subsidiaries, each of which will hold the rights to a specific technology, and also serve as the vehicle for investment capital. Applied Technology Holdings, Inc will soon announce a second breakthrough in wireless sports nanotechnology, based on it's patent for the gathering of wireless bioMotion™ data from sensors attached to a body or garment. This new product will be launched early next year.”

About Applied Technology Holdings, Inc

Applied Technology Holdings, Inc, founded in 2005, is a privately held provider of patented technology and systems, with subsidiaries building solutions that address specific customer needs. More information is available at www.athbiomotion.com . The Applied Technology Holdings, Inc. Apparatus, Systems, and Methods patents relevant to new emerging data gathering markets can be viewed at: <http://patft.uspto.gov/> ; patent number 7,602,301.

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