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FOR IMMEDIATE RELEASE

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Jacksonville Orthopaedic Institute Announces” Exclusive Sports Medicine Provider” Designation for the Jacksonville Sharks Arena Football Team

Jacksonville, FL, February 7, 2011  Jacksonville Orthopaedic Institute (JOI) is the official Exclusive Sports Medicine Provider for the Jacksonville Sharks arena football team, effective February 4, 2011.

Kevin Kaplan, MD, who provides Sports Medicine treatment at JOI’s San Marco Office, was named Team Physician. Dr. Kaplan will coordinate care provided by the Sharks’ medical and rehabilitation staff for local and away games.

The Sharks season starts March 18 at the Jacksonville Arena.

“We are pleased to have JOI – the number-one orthopaedic group in the region – with the Sharks,” said Jeff Bouchy, Managing Partner for the Sharks. “JOI physicians have the highest training and experience in orthopaedic medicine in the region, and also serve the NFL’s Jacksonville Jaguars. We are very proud of our new association with JOI.”

“We welcome the Sharks football team to our roster of sports medicine organizations as we continue to provide the highest quality orthopaedic medicine possible,” said Michael S. Scharf, MD, president of Jacksonville Orthopaedic Institute.

For more than a decade, JOI has provided on-the-field sports medicine support to colleges, universities and high schools, including Jacksonville University, Florida State College at Jacksonville, Bishop Kenny High School and The Bolles School. JOI also is a founding member of the Jacksonville Sports Medicine Program, which helps ensure young student athletes play in a safe environment to help minimize injuries.

For more information on JOI, please go to HYPERLINK "<http://www.joionline.net>" www.joionline.net. For information about the Jacksonville Sharks, please go to

HYPERLINK "http://www.jaxsharks.com" www.jaxsharks.com.

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About Jacksonville Orthopaedic Institute

Jacksonville Orthopaedic Institute (JOI) is a 32-physician group practice serving Northeast Florida and Southeast Georgia. JOI doctors offer seven convenient offices and nine rehabilitation centers, and each is dedicated to the mission of providing high quality orthopaedic health care for patients with musculoskeletal disorders. Strategic areas of services include hand (including upper extremities), foot and ankle, joint replacement, spine, and sports medicine. JOI is the “exclusive sports medicine provider” for the NFL’s Jacksonville Jaguars and the Jacksonville Sharks organizations.