



**FOR IMMEDIATE RELEASE**

**HEALTH CLUBS FIND “STRENGTH IN NUMBERS” WITH EFFECTIVE  
PERSONAL AND GROUP PROGRAMMING MODELS WITH POWER  
PLATE PRODUCTS**

***After Successfully Establishing Mainstream Awareness and Knowledge of Cutting-Edge  
Training Method in '07, Industry Now “Accelerating” Untapped Revenue Potential in '08***

**NORTHBROOK, IL, Feb. 25, 2008** – After establishing legit industry-wide awareness and acceptance for Acceleration Training (aka “vibration training”) with Power Plate products, the health club industry is realizing the enormous revenue potential of this innovative modality in personal and group training formats.

In 2007, Acceleration Training was firmly and effectively established within the mainstream as one of the most efficient and non-invasive training methods available today. Now armed with knowledge and understanding of this uniquely efficient training technology, health clubs like Chicago’s East Bank Club are putting Acceleration Training to work for them, developing personal and group training models to effectively drive unique revenue streams, while supporting member retention and member acquisition goals.

“The totally unique nature of Acceleration Training creates opportunities and benefits that could not be realized with conventional forms of group training,” said Tony Swain, Director of Fitness for East Bank Club. “The dramatically reduced training session lengths increase the number of daily sessions we can offer and increase related revenue, while the value added benefit to our members and the increased personal attention they receive is huge for our retention goals.”

Serving the Chicago area for nearly three decades and considered the largest health club in the country, East Bank Club has been offering Acceleration Training personal training sessions since November and began implementing group training in January this year. To effectively “seed” demand, the club offered complimentary introductory personal sessions in November and complimentary group classes in December, with fee-based programming beginning in January.

Both the personal and group training sessions have brought rave reviews from members. During only its first month of fee-based programming, East Bank Club generated 120 private training sessions and more than 150 group classes, serving 180 unique members with these sessions.

East Bank utilizes four Power Plate pro5 Airdaptive machines to accommodate its in-club programming needs. One machine is devoted to personal training sessions, while three are utilized for group sessions. The Club offers on average seven group classes per day.

**More...**

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Sessions are high energy and take participants through a myriad of upper- and lower-body exercise positions, including squats, lunges, push-ups and crunches, performed on each machine's central vibrating platform. The program features both static positions and dynamic exercise movements, with

the effects of these conventional positions and movements significantly enhanced when performed against the mechanical vibrations which are delivered at a rate of between 30-50 per second.

"After working with Power Plate to ensure that our staff was fully trained and well-versed in Acceleration Training, the ability to significantly increase training revenue through allows us to recoup our investment in Power Plate products and turn that investment into revenue quickly," said Swain. "Our members expect to have the latest and most superior exercise modalities available to them, and Acceleration Training has become an incredibly valuable addition to this mix of options for our members."

"We believe the model that East Bank is implementing, particularly for group training, is truly the future of group fitness and reinforces our long-standing position that the uniquely time-efficient nature of Acceleration Training provides a significant revenue generating platform for mainstream health clubs," said Brian Dillman, President, Power Plate North America. "With a facility as prestigious and respected as East Bank leading the way, we are confident that many more clubs will soon follow this or a similar model for success."

Acceleration Training with Power Plate products has risen from a place of obscurity, to one of the hottest and most sought-after training modalities today. This steady rise was spurred by its use among high-profile celebrities including Hilary Swank, Mark Wahlberg, Sting/The Police, Clint Eastwood and more, and among elite pro and college sports teams and athletes (e.g., more than half of pro footballs 32 teams use Power Plate products). A growing number of mainstream health clubs like East Bank Club, Equinox, Spectrum Clubs and others are incorporating Power Plate products into their regular club programming. Adding to its growing mainstream prominence is the fact that Power Plate products can now be experienced and purchased at a variety of mainstream retail locations including Brookstone, Busybody and Second Wind store locations around the country.

**Power Plate International is the world's leading manufacturer of products using Acceleration Training™ through Advanced Vibration Technology™ for health clubs, spas, hospitals, physical therapy and rehabilitation clinics, professional and collegiate athletic training facilities, and private fitness trainers, as well as home users. For more information on the product, or its supporting technology and scientific research call Power Plate North America, at (877) 87-PLATE or visit on the web at [www.powerplate.com](http://www.powerplate.com).**

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