



**FOR IMMEDIATE RELEASE**

## **Advantage Fitness Products To Serve As Hotel & Spa Partner for Power Plate® North America**

### **Fitness Industry Experts in Facility Planning and Development to Leverage Hospitality and Spa Market Leadership on Behalf of Power Plate® Acceleration Training™ Products**

**LOS ANGELES and NORTHBROOK, IL., May 22, 2007** – Acceleration Training™ (a.k.a. “vibration training”) has “arrived” within the U.S. fitness and wellness markets as more and more health clubs, spas, celebrities, elite sports teams and athletes turn to this innovative form of training. Power Plate North America and its line of Acceleration Training™ products have been largely responsible for the growing success of this relatively new modality, and today, the company reached an agreement with Advantage Fitness Products (AFP), making AFP the official partner of Power Plate® North America for the U.S. hotel and spa marketplace.

Considered an industry leader in planning, design, supply, service and support to non-traditional fitness environments, AFP will be able to leverage its significant success in serving both the day-spa and resort/hotel-spa categories to effectively penetrate this important market category on behalf of Power Plate North America. AFP’s client list represents a “who’s who” of the most-recognized hospitality and resort companies in the world.

“Power Plate® Acceleration Training™ products offer fundamental fitness benefits such as muscle strength, weight loss, flexibility and bone strength, while simultaneously offering benefits associated with a spa experience including relaxation and stress reduction, detoxification, skin enhancement and deep-tissue massage,” said Bryan Green, President and CEO of AFP. “We believe that Acceleration Training represent a most significant “cutting edge” Opportunity to incorporate the best of modern fitness technology in alignment with the unique requirements of our discriminating clients in Hotel and Spa. The opportunity to enhance a guest’s experience beyond the typical destination based exercise offering is both significant and exciting”.

“AFP’s history of success and extensive relationships within this market category of day and resort spas made the decision to work with them as a preferred distributor an easy one,” said Brian Dillman, Executive Vice President and chief marketing officer for Power Plate North America. “We look forward to continuing our successful penetration of this important category with AFP’s support and unique expertise.”

**More...**

## **AFP To Distribute Power Plate Products to Spas Page Two**

Acceleration Training™ via Power Plate equipment® exploits the body's innate reflexive response to disruptions in stability in order to stimulate a wide array of benefits including; but not limited to, increases in muscle strength, flexibility, hormonal release, lymphatic

drainage, bone density and metabolic rates. Just as the leg kicks forward involuntarily when the doctor strikes the lower knee to test reflexes, the body's muscles engage in an involuntary reflexive muscle contraction in response to the vibration stimulus from Acceleration Training™. With Acceleration Training™, muscles are forced to contract 30-50 times per second in response to mechanical vibrations delivered to the body from a central platform upon which static and dynamic exercises are performed. Because of this significant volume of muscular activity, training sessions are mandated to last no longer than 15 minutes, three-to-four times a week. This makes Acceleration Training™ arguably the most time-efficient fitness and wellness method available today.

### **About Power Plate North America:**

**Power Plate North America is the 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, contact (877) 87-PLATE or visit Power Plate NA on the web at [www.powerplate.com](http://www.powerplate.com).**

### **About Advantage Fitness Products:**

**Based in Los Angeles CA, Advantage Fitness Products is a leading provider of innovative fitness and wellness based solutions for commercial facilities worldwide, industry professionals and consumers. AFP offers expertise across multiple facets of the health & fitness industry, including facility design, supply and support, and provides tools assisting its clients in maximizing their investments in fitness. AFP's ADVANTAGE™ line of premium accessories delivers innovative yet practical commercial and consumer fitness products. Through all of its endeavors, AFP addresses the ever-growing need for a more active and healthy quality of life. For more information visit [www.AFProducts.com](http://www.AFProducts.com) or call 888-895-0547.**

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