



## **ATHLETES' PERFORMANCE AND POWER PLATE NORTH AMERICA EXPAND SCOPE OF EXCLUSIVE PARTNERSHIP WITH FIVE-YEAR EXTENSION**

### **Athletes' Performance Distinguished As Official Performance Training Education Provider via Power Plate Academies, Seminars and Educational Platforms**

**TEMPE, AZ & NORTHBROOK, IL, April 1, 2008** – Athletes' Performance, recognized as an industry leader offering the highest level of integrated performance training, performance physical therapy and the most fully integrated training system in the world and Power Plate North America, the global leader in whole body vibration training products featuring advanced vibration technology, announced today a five-year extension to the strategic partnership that began in 2005.

The agreement extends Power Plate's position as an Elite Performance Partner and the Official Whole Body Vibration Provider for Athletes' Performance Institutes nationwide. Athletes' Performance will spearhead ongoing education in whole body vibration training applications and techniques for performance training professionals across the country. The agreement also distinguishes Power Plate against its competition as the only whole body vibration company, utilizing Athletes' Performance training methodology and protocols.

"Power Plate continues to set the industry standard with their best-in-class products, but even more importantly is the alignment in our core values, to offer education with every Power Plate sold," said Mark Verstegen, Founder of Athletes Performance Institutes. "This deep commitment to educate the progressive professionals who dedicate their lives to empowering others is something both our organizations are passionate about."

"As whole body vibration training reaches a point of mainstream awareness and acceptance, effective education and training for trainers and rehabilitation specialists becomes paramount to the continued evolution of this modality," said Brian Dillman, President of Power Plate North America. "Who better to lead the charge in this critical area than the nation's elite training organization, Athletes' Performance."

In its exclusive role as Power Plate's official Whole Body Vibration education provider, Athletes' Performance will contribute to Power Plate Academy education sessions across the country. Power Plate Academies are recognized by national training associations including ACE, ISSA, NASM and NSCA for continued education credits. Additionally, Athletes' Performance will provide Whole Body Vibration seminars at year-round trade show events.

#### **About Power Plate**

**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, education and scientific research, call (877) 87-PLATE or visit Power Plate North America on the web at [www.powerplate.com](http://www.powerplate.com).

#### **About Athletes' Performance**

Athletes' Performance, created by Mark Verstegen in 1999 as a refuge for elite athletes, is headquartered in Tempe, AZ with additional world-class facilities at The Home Depot Center, outside of Los Angeles, CA; in Las Vegas, Nevada; and at The Andrews Institute in Gulf Breeze, Florida. Athletes' Performance partners with scientifically backed, top manufacturers to train the top champions in sport. Its systems have helped to produce the best of the best in sport: Green Jacket winners, Grand Slam Titles, World Series Winners, Stanley Cup Champions, Super Bowl and NBA Champions, Olympic Gold Medalists and All-Stars from every major sport. More information about Athletes' Performance, including its line of breakthrough consumer products, is available at [www.athletesperformance.com](http://www.athletesperformance.com) with integrated online performance training available through [www.coreperformance.com](http://www.coreperformance.com).

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