



Brookstone Becomes First Nationwide Retailer for the Power Plate my5 Acceleration Training Machine

Favorite of athletes and celebrities now available for demonstration and sale at Brookstone stores around the country and www.brookstone.com

MERRIMACK, N.H., and NORTHBROOK, IL., May 17, 2007 – Specialty retailer Brookstone, Inc., and Power Plate North America, the industry leader in Acceleration Training (a.k.a. “exercise vibration”) products and accessories, announced today an agreement that makes Brookstone the first nationwide retailer for the new Power Plate my5 model, a state-of-the-art Acceleration Training device designed for personal use. A host of published research studies support the ability of exercise vibration machines to increase muscle strength, flexibility, mobility and even bone density, among other fitness and wellness benefits.

Featuring Power Plate’s Advanced Vibration Technology, the Power Plate my5 model is designed specifically for use in the home, office or any personal environment. It offers the same array of vibration training results as the larger Power Plate “pro” series professional-use models that have made Power Plate products favorites among professional athletes, top celebrities and elite personal trainers.

The Power Plate my5 (\$4,500, in white, silver or black) is available for demonstration and sale at 55 Brookstone stores around the country, and online at www.brookstone.com.

“The Power Plate my5 reinforces Brookstone’s standing as the place to find the latest in innovative technology,” said Brookstone CEO Lou Mancini. “We’re excited to be the exclusive retailer where customers around the country can experience the my5 and see and feel for themselves the vibration training results of this revolutionary approach to health and fitness.”

“We’ve found an ideal retail partner in Brookstone, which has built a reputation for unsurpassed customer service in an environment that encourages people to try out new products for themselves,” said Brian Dillman, executive vice president of sales and chief marketing officer for Power Plate North America. “We’re confident Brookstone’s customers will embrace the Power Plate my5 and enjoy the benefits associated with all of our Power Plate Acceleration Training products.”

Power Plate® exercise vibration machines use the principle of Acceleration Training™ to stimulate the body’s natural and reflexive response to vibration. These vibrations transmit waves of energy throughout the body, activating muscle contractions between 25 and 50 times per second. Acceleration Training provides similar results as conventional training methods in less than half the time and without the rigors and potential injury associated with many forms of traditional exercise. Many users get a complete, full-body workout in just 15 minutes a day, three days a week.

The Advanced Vibration Technology™ at the heart of every Power Plate® product was originally developed by Russian scientists to help combat the degenerative effects on the body of space travel in zero-gravity conditions. Power Plate® has adapted and improved this technology for regular use to provide health and wellness benefits for virtually everyone regardless of age or varying physical fitness levels. As supported by published scientific research, these benefits range from an immediate improvement in blood circulation, to a variety of other measurable outcomes, such as increased muscle strength and flexibility, improved range of motion, decreased cellulite, increased bone density, reduced pain and soreness and faster recovery.

Power Plate products have emerged as some of the most sought-after fitness and wellness products globally. Those reported to use Power Plate products include celebrities such as Hilary Swank, Claudia Schiffer, Clint Eastwood, Sting and The Police, and Elle McPherson, among others. More than 60 professional and collegiate sports teams use Power Plate products in their training regimens, including the Chicago Bulls, Green Bay Packers, Oakland Raiders, San Antonio Spurs, Notre Dame, USC, UCLA and University of Florida among others.

Customers can log onto www.brookstone.com to learn more about Power Plate my5 and see a complete list of Brookstone stores offering the product for demonstration and sale, and onto www.mypowerplate.com to download scientific studies that document the my5's health and fitness benefits. Media that would like to experience the Power Plate my5 in person at a Brookstone store can email media@brookstone.com to set up an appointment, or can contact a participating store directly.

Brookstone, Inc. is an innovative product development and specialty lifestyle retail company that operates 308 Brookstone Brand stores nationwide and in Puerto Rico. Typically located in high-traffic regional shopping malls and airports, the stores feature unique and innovative consumer products. The Company also operates a Direct Marketing business that includes the Brookstone catalog and an e-commerce website at www.brookstone.com.

Power-Plate 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 John Wilson, VP Sales – Power Plate North America, at (877) 87-PLATE or visit Power Plate the web at www.powerplate.com.

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