



Power Plate Appoints Industry Veteran Kevin D. Steele, PhD as Chairman of Scientific and Medical Advisory Board

Steele to Provide Oversight And Ongoing Counsel In Lead Role of Global Advisory Board, Devoted to Ongoing Evolution, Research and Education for Whole Body Vibration

Northbrook, IL, April 3, 2008 – Power Plate International, the global leader in Acceleration Training™ products featuring Advanced Vibration Technology, announced today the appointment of long-time U.S. health-industry executive, Kevin D. Steele, PhD as Chairman of Power Plate's Scientific and Medical Advisory Board. The esteemed board comprises 11 MDs, PhDs and elite medical and physiology experts, devoted to the ongoing evolution, research and education for Whole Body Vibration and its myriad of medical, wellness and fitness applications.

"With a technology like Whole Body Vibration that is still in relatively infantile stages of its evolution, the collective work of experts like the members of our Advisory Board, driven to identify and refine the safest and most-effective methods and applications through research and education is absolutely invaluable and necessary," said Mark Minter, International President and COO. "Kevin's unique background, expertise and skill set in bridging the gap between the science, and the business, of the health, wellness and medical industries made him the ideal person to provide oversight and leadership to this critical group of researchers and advocates."

"In all my years in the health, wellness and medical industries, never before have I experienced a modality that offers so many benefits across these varying industries as Whole Body Vibration," said Steele. "Power Plate's leadership role in the introduction and evolution of this modality worldwide has been unparalleled, and I'm thrilled to be a part of that, as it's my belief that we're merely scratching the surface of what this incredible technology can accomplish."

A graduate of Pepperdine University with a PhD in Physiology from Columbia University, Steele brings more than 25 years of experience in the health, wellness and medical industries. After spending his early professional years as a staff professor for Pepperdine, teaching physical education and sports medicine, and coaching Track and Field (Cross Country), Steele found a 'valuable niche' in the early '80s working as a medical consultant to major corporations, developing corporate wellness and executive health care programs, emphasizing stress management, nutrition and exercise. At this time, Steele's efforts were seen as "pioneering" work in this area that has since become a standard in corporate America.

This innovative consulting led to his hiring by Bally Total Fitness, where he spent the better part of the '80s developing and overseeing the national health and fitness chain's education, research and member services programs. Steele created the company's first corporate university, which provided standardized education and training protocols for Bally's nationwide training force. He also spearheaded front-end consumer research as well as academic research at local Universities to validate the various club programming offerings that Bally would roll out to its members nationwide.

More...

**Power Plate Appoints Steele Chairman of Advisory Board
Page Two**

Steele left Bally in 1993, to continue his consulting to both health and fitness companies, as well as a wide array of corporations looking to develop and incorporate health and wellness programs for their executives and employees. He later accepted a senior management position with 24-Hour Fitness, through which he once again provided his unique expertise in integrating health care, wellness and research based-programming to 24-Hour Fitness' clubs nationwide. He also created the company's corporate university to once again standardize training and education protocols across its national employee and training force.

Most recently, Steele had fulfilled this identical role for Lifetime Fitness, before accepting the position as Chairman of Power Plate's Scientific and Medical Advisory Board.

Power Plate International 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 call Power Plate North America Inc., at (877) 87-PLATE or visit on the web at www.powerplate.com.

###

**Contact: Erin Lopez, Leader Enterprises, (562) 546-6006
elopez@leaderenterprises.com**