



**FOR IMMEDIATE RELEASE**

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## **Nation's First Acceleration Training™ Center Opens in Chicago Area**

***Power Plate® Institute Combines Fitness and Spa Experiences Through  
Acceleration Training™, Offering Fitness and Wellness Benefits Within A  
Classic Spa Environment***

**Northbrook, IL. May 9, 2007** – For years now, consumers have turned to health clubs to get in shape and separately turned to day spas for pampering and beautification. Today, Power Plate North America, industry pioneers in the growing Acceleration Training™ (a.k.a. whole body vibration) movement, has brought the fitness and spa worlds together, creating an all-inclusive fitness and wellness experience with the grand opening of the first Power Plate® Institute in Chicago's trendy Lincoln Park neighborhood, adjacent to the lakefront and just two miles north of downtown.

Acceleration Training™ has now truly "arrived" in the U.S., offering its wide array of benefits to top global celebrities, including Hilary Swank, Elle McPherson, Claudia Schiffer, Sting and The Police, Clint Eastwood and many others, elite professional and college athletes, health clubs and wellness centers around the country. Now consumers in the greater-Chicago area have the ultimate environment to experience this innovative new method of fitness and wellness.

"Acceleration Training™ is distinguished from virtually any other fitness or wellness modality in its ability to yield the ultimate combination of fitness and wellness benefits, from increased strength and weight loss, to skin-care and detoxification through lymphatic drainage," said Brian Dillman, chief marketing officer, Power Plate North America. "For these reasons, it was a natural extension to create a destination based solely around Acceleration Training™, combining the benefits and amenities that consumers have come to expect from both health clubs and spas."

The Power Plate® Institute will be based on session packages (we can't sell memberships) and walk-in clientele. It will offer three specific service categories based solely on Acceleration Training™ with Power Plate® products to achieve these highlighted benefits:

- **Health & Wellness** – A selection of classic fitness and wellness services including weight loss, increased muscle strength and overall flexibility, increased bone density and detoxification through lymphatic drainage.

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- **Beauty & Active Aging**– A variety of classic spa-related beautification and longevity services, including deep-tissue massage, core-strengthening and postural control/balance improvement, skin care/enhancement, relaxation and stress reduction.
- **Fitness and Performance** – A selection of athletic performance and functional fitness services including, increased explosive strength and speed, increased flexibility and range of motion, enhanced proprioception and injury rehabilitation/recovery.

The feel and design of the Power Plate® Institute will be more akin to a day spa experience, featuring a serene, upscale atmosphere to promote better physical and mental health. Classic spa amenities will be available including a coffee bar – (café scares me!) offering fresh fruits and healthy snacks, fruit juices and other natural beverages.

“Arguably no other fitness or wellness method is as passive in nature yet as effective as Acceleration Training™ and that’s what makes it so special,” said Tracey Roemer, director of the Power Plate® Institute. “It provides virtually anyone regardless of age, or varying physical fitness levels the means to not only believe they can change their lives through improved health, but also to make that belief a reality. Most other conventional methods are either too rigorous or high-impact for some individuals, or in many cases, they just don’t work.”

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 25-50 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 recommended to last no longer than 15 minutes, three days a week. This makes Acceleration Training™ arguably the most time-efficient fitness and wellness method available today.

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

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