



Acceleration Training™ Dominating “Gridiron”; Power Plate® Establishes Industry Leadership With Pro And College Football Teams

Pro and College Strength Coaches and Trainers Turning to Cutting-Edge Vibration-Based Products to Increase Strength, Performance and Expedite Rehabilitation

NORTHBROOK, IL, August 28, 2007 – Technology’s influence on professional and collegiate football is no better evidenced than by the unparalleled physical condition of its athletes. And, there’s no better example of this technology at work than the rapid emergence of Acceleration Training™ exercise.

Since its introduction to the U.S. in 2001 by vibration pioneers - Power Plate North America, Acceleration Training™ (a.k.a. “vibration training”) acceptance continues to increase steadily within the mainstream sports performance, fitness and wellness communities nationwide. Meanwhile, it’s stronghold in elite athletics, particularly professional and college football, surges onward. With more than 30 professional and college football teams, currently utilizing Power Plate® Acceleration Training™ products, Advanced Vibration Technology™ has quickly established itself as arguably the most relevant new strength and conditioning technology in elite football circles.

“Neuromuscular training using Power Plate® has a wide variety of benefits said Jeff Fish, Oakland Raiders Head Strength and Conditioning Coach. “It increases strength, quickness and reaction time and provides warm-up, cool-down as well as injury-reduction benefits. The low impact nature of the Power Plate also makes it an effective tool for injury rehabilitation. The Power Plate® provides several physiological advantages in our program, and is critical in the overall development of our players.”

Professional and college football strength and conditioning coaches, as well as head athletic trainers, are driven by three primary motivators: providing players a competitive edge, ensuring players’ safety and health every step of the way and keeping players on the field and out of the training room. Acceleration Training™ through vibration training is unique in its ability to achieve these ends.

Fish and the Raiders are among 15 NFL teams using Power Plate®, a list that also includes the Baltimore Ravens, Miami Dolphins and New York Giants. In the college ranks, the impact is no different with Power Plate North America’s client list comprising another “who’s who” list of elite programs, including UCLA, Notre Dame and National Champion University of Florida Gators (*the aforementioned teams do not officially endorse Power Plate North America or its products*).

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“We used Acceleration Training with Power Plate® products extensively during our national championship run and traveled with it to Pheonix for the title game last year,” said Mickey Marotti, University of Florida Football Strength and Conditioning Coach. “Not only do I love the versatility and effectiveness of Power Plate®, our players also recognize the variety of benefits.”

Athletes' Performance, the nation's preeminent athletic training franchise, has championed Acceleration Training™ with Power Plate® products since it's inception in the United States. Athletes' Performance facilities prepare more college prospects for the annual NFL professional football combine than any other training organization. Through this use and the outspoken endorsements of Athletes' Performance founder and nationally-renown athletic training specialist - Mark Verstegen, Acceleration Training™ has established itself within professional and collegiate football.

“Acceleration Training™ is integral to sports performance methodology and Power Plate is the only choice for the elite athletic population,” said Verstegen. “We use Power Plate products across our entire methodology, from high performance to medical rehabilitation and regeneration.”

Backed by a host of published research, Acceleration Training™ with Power Plate® products offers a wide variety of benefits, including improved muscle strength, flexibility, balance, reaction time and quickness, hormonal release, pain reduction and expedited recovery of damaged muscles and tendons.

Acceleration Training™ via Power Plate® equipment exploits the body's innate reflexive response to disruptions in stability in order to achieve its varied benefits. 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™. 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.

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

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