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LADY OF AMERICA FITNESS CENTERS BECOME NATION'S FIRST WOMENS' HEALTH CLUB TO FEATURE REVOLUTIONARY POWER PLATE ACCELERATION TRAINING PRODUCTS

Favorite of Pro Athletes and Celebrities Provides Innovative Time-Efficient Means of Getting Into Shape

Fort Lauderdale, Fla. — October 22, 2007—Lady of America Franchise Corporation, the world's largest chain of full-service women's fitness centers, announced today it has finalized an agreement with Power Plate North America, the industry leader in Acceleration Training (a.k.a. "vibration training"), to integrate Power Plate pro5 Acceleration Training machines into Lady of America health clubs nationwide. The agreement makes Lady of America Fitness Centers the first women's health club chain to offer acceleration training with Power Plate products to its members.

According to Toni Negas, Lady of America's director of marketing, recent published studies support the ability of vibration training machines to increase muscle strength, flexibility, mobility and even bone density, among other fitness and wellness benefits. Equally as significant is the fact that Acceleration Training sessions require a fraction of the time necessary with most conventional fitness methods. Featuring Power Plate's Advanced Vibration Technology, the Power Plate pro5 model is designed specifically for use in a health club environment and is a favorite among professional athletes, top celebrities and elite personal trainers.

"This partnership reinforces Lady of America's reputation as an innovator in women's fitness, said Negas. "We're excited to be the first exclusive women's health club to offer the Power Plate pro5, and allow our members to experience firsthand the incredible results possible with this revolutionary health and fitness method."

Power Plate® Acceleration Training products utilize Advanced Vibration Technology 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.

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.

Negas also explained that with Power Plate® Acceleration Training, in addition to achieving fitness benefits such as weight loss and flexibility, Lady of America members will also experience "spa" benefits including detoxification, deep-tissue massage, decreased cellulite and stress & pain reduction.

"Encouraging women to view exercise as an ongoing healthy indulgence is central to Lady of America's woman-friendly fitness approach," said Negas. "Power Plate Pro5's ability to bridge the gap between classic 'fitness' and 'spa & beauty' benefits fits perfectly into our model."

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Beyond the innovation delivered through the Power Plate Pro5, Lady of America Fitness Centers offer a complete workout experience to help their members achieve their fitness goals. The women-focused centers were also first in their competitive set to provide Zumba classes to members, and strength and toning equipment designed specifically to fit women's smaller frames. Lady of America's full-service clubs also feature Pilates, Yoga and aerobics classes alongside amenities such as sauna, tanning, free childcare, massage, personal training and more.

For more information, or to find a Lady of America location near you, visit www.LadyofAmerica.com.

About Lady of America Franchise Corporation

For more than 20 years, Lady of America Franchise Corporation (LOAFC) has been an innovator in the constantly evolving business of women's fitness. LOAFC was established in 1984 with the goal of providing a safe and rewarding environment to women working on their fitness and lifestyle goals while enjoying the company and support of other women. Today, LOAFC is the world's largest full-service chain of women's fitness centers with over 450 franchises in operation across 45 states and nine countries under the brands; Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers.

About Power Plate

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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