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**CATEGORY LEADER IN ACCELERATION TRAINING™, POWER PLATE  
INTERNATIONAL, ENJOYS BANNER YEAR IN 2006**

***As "Acceleration Training™" Category Rapidly Expands, National Media Coverage, High-Profile Celebrities and Elite Athletes Reinforce Power Plate® Brand Leadership***

**SKOKIE, IL., March 26, 2007** – Type the words "whole body vibration" into a web search and instantly it becomes clear how quickly the category for Acceleration Training™ (aka "whole body vibration") has grown in the past year. This year's show floor at IHRSA 2007 will be no different as a bevy of companies have followed in the footsteps of industry-leader Power Plate International with various renditions of Acceleration Training™ products. But while this relatively young product category enjoyed this growth in 2006, so too has Power Plate International to the tune of international exposure from the most-influential media and a distinction as the latest fitness rage with today's top global celebrities. Power Plate International continues to lead the global charge in bringing the enormous benefits of Acceleration Training™ through Advanced Vibration Technology™ to the masses.

When Power Plate® machines first hit the United States in 2002, the subject of Acceleration Training™ was met with skepticism and disbelief. Over the past five years, Power Plate North America has initiated an intensive education effort to highlight the benefits, science and methodology behind the product and technology. Now thanks to national media reports of use by global celebrities including Madonna, Heidi Klum, P-Diddy, Clint Eastwood, Elle McPherson, Claudia Schiffer and a "who's who" list of pro and collegiate sports teams, the Power Plate has established itself as "the" hottest innovation in fitness and wellness. More and more leading health clubs including Equinox and Spectrum Clubs are featuring the product in their facilities, creating a totally unique "buzz" among their club members. In addition, more and more manufacturers are scrambling to get into the Advanced Vibration game.

"With similar results as conventional training methods provided in less than half the time, Acceleration Training™ with Power Plate® equipment is quickly becoming the way for health club members to reach their fitness goals quicker, and without the rigors and potential injury associated with many forms of conventional exercise" said Brian Dillman, CMO of Power Plate International. "Additionally, health club chains such as Equinox and Spectrum Clubs are rolling out Power Plate and Acceleration Training™ education to all their new clubs and personal trainers which is really

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pushing its evolution as an accepted mainstream fitness method."

The fitness industry has also recognized the "arrival" of this Acceleration Training™ category as evidenced by Fitness Management's recent story auditing the variety of products now available on the market – which reinforced Power Plate® equipment's leadership in this category.

At IHRSA 2006, Power Plate International introduced its pro5 AIRdaptive™ model, perfectly suited to the unique needs of personal trainers. The pro5 AIRdaptive™ features an air-suspension system allowing individuals to adjust settings based on their specific body weight to maximize results. The air-suspension system also makes it possible for individuals to train with weight loads of up to 500 lbs when on the Power Plate® machine – ideal for more advanced athletic training applications. Also catering to the unique needs of member-based health club environments, Power Plate International introduced a proTRAC™ card-key member management driven software allowing clubs to better manage and regulate use of the the machines, and develop new revenue streams through the sale of Acceleration Training™ "packages" to existing members.

2006 also saw Power Plate International implement a re-branding of its product line and a new brand identity highlighted by a new logo. The company's product line was divided into commercial-use and home-use product lines. The "pro" series features commercial-use products including the "pro5™" and "pro5 AIRdaptive™" models, while the "my" series features home-use products including the "my5™" and "my3™" models. All of these Acceleration Training™ products offer the same array of health and wellness benefits and feature the easy-to-use functionality, sleek design and flowing lines that have made Power Plate® equipment the industry leader in the Acceleration Training™ category.

Educational posters, detailed training manuals and easy-to-use controls help personal trainers and self-guided users reap the benefits of Acceleration Training™ such as increased circulation, strength, fat burning capabilities, flexibility, and bone density. Hundreds of exercise positions within four primary applications (strength, stretch, massage, and relaxation) are possible with Power Plate® equipment, making it a viable fitness method for virtually anyone. Additionally, research has reinforced the Power Plate® machines' ability to reduce muscle pain and soreness, and expedite the recovery of damaged muscles and tendons.

Acceleration Training™ with Power Plate® machines exploits the body's innate reflexive response to disruptions in stability in order to stimulate enhanced muscle strength and performance. 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's disruption of stability. The body's reaction to this stimulus is completely natural and occurs involuntarily at the neural level. Acceleration Training™ sessions should only last approximately 15 minutes three times per week.

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

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