



FOR IMMEDIATE RELEASE

**ATHLETES' PERFORMANCE ANNOUNCES GROUNDBREAKING
TWO-YEAR DEAL WITH POWER-PLATE**

Tempe, AZ & Carson, CA – November 14, 2005 – Athletes' Performance, the worldwide leader in integrated performance training and therapy for elite athletes, has signed a two-year deal with Power-Plate to significantly integrate Advanced Vibration Training into its systems and to lead Power-Plate's protocol development around its ground-breaking technology and applications.

Power-Plate, as the Official Advanced Vibration Partner of Athletes' Performance, will utilize Athletes' Performance's expertise for observation, protocol development, educational digital tool development, curriculum and certification development support, and research and consulting.

"We have a passion and responsibility to provide athletes with the best, scientifically proven methodology and equipment," said AP president Mark Verstegen. "We believe

Advanced Vibration Training is shifting the paradigm of ethical human performance, through the research and our athletes' success using the first prototype Power-Plate brought into the United States, which we placed inside AP in early 2002. Our Power-Plate relationship showcases our commitment to team with best-in-class partners to work together in bringing world-class solutions to our athletes."

Power-Plate's advanced vibration technology exploits the body's innate reflexive response to disruptions in stability in order to stimulate enhanced muscle strength and performance. Power-Plate produces a vibration through which energy is transferred to the body. This mechanical stimulus produces a stretch reflex which, depending on the frequency, results in rapid and intense muscle contractions 30-50 times per second. Advanced Vibration Training on the Power-Plate offers a host of benefits such as considerably improving muscle strength, flexibility, range of motion, bone density and stimulating blood circulation. Additionally, studies have proven Power-Plate's ability to reduce muscle pain and soreness, and expedite the recovery of damaged muscles and tendons.

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 contraction in response to vibration's disruption in stability. The body's reaction to this mechanical stimulus is all natural and occurs involuntarily at the neural level.

Advanced Vibration Technology increases the production of regenerative and repair hormones, improves blood circulation, strengthens bone tissue, improves lymph drainage and increases basal metabolic rate. All this results in more strength, more speed, more stamina, rapid recovery of muscles and tissue, increased flexibility, mobility and coordination, improved collagen production, and fat reduction.

More...

**Athletes Performance' & Power-Plate
Page Two**

Athletes' Performance will be further developing Power-Plate protocol through applied research and result tracking in several of its core integrated disciplines.

"The results and applications across AP's methodology spectrum demanded we increase the number of Power-Plates to match each Keiser Power Station," said Verstegen. "We are utilizing various AP/Power-Plate Protocols in both Therapy and Performance in the areas of Warm-Up; Speed; Power; Strength of bone, connective tissue, and muscle; and Recovery Protocols optimizing flexibility, self massage, hormonal profiles, and lymphatic drainage. This is one of the most powerful and versatile tools we have ever added to our methodology, and we look forward to working with Power-Plate to continue to evolve and refine the precision of every second of use."

###

Contacts:	Peggy Iralsen Athletes' Performance 480-449-9000 x109 piralsen@athletesperformance.com	David Cordero Leader Enterprises, Inc. 562-546-6005 dcordero@leaderenterprises.com
------------------	---	---