



FOR IMMEDIATE RELEASE

**CONTINUING EDUCATION UNITS NOW AVAILABLE FOR ADVANCED
VIBRATION TRAINING™ THROUGH ACE, NASM and ISSA**

***Trainers, Therapists and Rehab Specialists Can Now Earn Critical CEUs While
Gaining Certificate of Specialization in Emerging Modality***

CHICAGO, October 4, 2004 – Power Plate North America, the established leader in advanced vibration health and fitness technology, announced today that its official education program for personal trainers, athletic trainers, physical therapists and rehabilitation specialists has been approved by the American Council on Exercise (ACE), National Academy of Sports Medicine (NASM) and the International Sports Sciences Association (ISSA) for each organization's member continuing education program.

Already widely accepted in the European health and fitness community, the Power Plate and its advanced vibration technology has become one of the most highly sought products among elite professional and collegiate sports trainers and rehabilitation specialists, and is now finding its way into the mainstream health and fitness community in North America.

“The approval of these three nationally and internationally recognized organizations is a critical step in our ongoing mission to bring advanced vibration training and its enormous array of benefits to the general population, regardless of age or physical condition,” said Lee Hillman, President and CEO of Power Plate North America. “Based on the rapid acceptance of vibration training in the European health and fitness industry and among elite athletic training and rehab professionals in the U.S. we are confident that this modality has arrived, and we're excited to begin equipping more trainers and practitioners with officially recognized expertise in its use.”

ACE, NASM, and ISSA members will now be able to earn certificates in advanced vibration training and critical continuing education units (CEU) through either home study or live workshop programs provided by Power Plate through each organization. The programs were developed by Chris Camacho, a foremost expert in the use of advanced vibration technology and Director of Education and Training for Power Plate North America. Members should consult their respective organizations for information on specific programs provided.

Originally developed by elite Russian Olympic trainers in the 1970s and now an accepted training and rehab method within the European health and fitness community thanks to the efforts of Dutch inventor and Power Plate founder Guus van der Meer, advanced vibration technology is currently being utilized by more than 30 professional and collegiate sports teams in the U.S., including the NFL, NBA, NHL and Major League Baseball. Elite athletic training hubs including the U.S. Olympic Training Center in Colorado Springs, Col., the Home Depot Center in Carson, Calif., and the Adidas Athletes' Performance Center in Phoenix as well as an increasing number of health clubs, wellness and rehabilitation centers are now featuring The Power Plate and its advanced vibration technology prominently.

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“As with any new health or medical modality, it takes time to build the credibility and prominence that results in confidence and security among mainstream professionals to make the investment in a new modality for their own clients and patients,” said Garrett Giemont, strength and conditioning coach for the Tampa Bay Buccaneers and the 2003 NFL Strength Coach of the Year. “As someone who’s been championing the cause of advanced vibration technology and the Power Plate, the development and approval of this official education program and by these organizations is very significant.”

The Power Plate is designed for and marketed to 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 – N America), at (877) 87-PLATE or David Morrell (MD – Power Plate UK) at 020 7272 0770 or visit our web site at <http://www.powerplateusa.com> .

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