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Power Plate To Shake The Foundations of North American Health & Fitness Industry with Cutting-Edge “Body Vibration”

Elite Athletes Including Pro Football’s Raiders and Titans Turn To Revolutionary Fitness Machine For Dramatic Results

CULVER CITY, CA, Sept. 16, 2002 – Power Plate North America, LLC., is introducing the cutting-edge benefits of whole body vibration therapy to North America with the Power Plate, a therapeutic strength and conditioning machine, immediately capturing the attention of health & fitness professionals, elite athletes and celebrities around the United States and Canada.

Not another conventional resistance training machine, Power Plate utilizes revolutionary principles of whole body vibration therapy to substantially improve muscle strength and performance, flexibility, enhance critical blood flow throughout the body, expedite the recovery and regeneration of damaged tissue, and ultimately, enhance the general wellness and quality of life for individuals young and old, regardless of one’s physical and neurological condition.

“For more than two decades, Europeans have been using vibration therapy for its profound enhancement of muscle strength, performance and conditioning and overall health and wellness, in addition to its integral role in rehabilitating injuries and improving the quality of life for those suffering injury or debilitating conditions such as multiple sclerosis or arthritis,” said Jerry Beckman, president and CEO of Power Plate North America. “We’re thrilled to finally introduce the North American health and fitness community to the wonders of this incredible machine.”

Among the first to reap the many benefits of Power Plate's vibration therapy are pro football's Oakland Raiders and Tennessee Titans who've turned to the Power Plate during the 2001 pre-season for its revolutionary strength, conditioning and rehabilitation benefits.

"The Power Plate's ability to increase explosive muscle strength, dramatically enhance flexibility and expedite the recovery of damaged muscles and tendons, makes it a athletic trainer's dream machine," said Garrett Giemont, strength and conditioning coach for the Oakland Raiders. "Whether I'm working with veteran players like Trace Armstrong or Tim Brown, looking to extend their careers, or young players looking for a competitive edge in making their mark in this league, the Power Plate has the answers."

In total, the Power Plate is currently being utilized by five NFL teams, including the Raiders, Titans, San Diego Chargers, Kansas City Chiefs and Jacksonville Jaguears, along with the Dallas Mavericks and Houston Rockets of the NBA. In addition to professional athletes, Hollywood celebrities such as Don Johnson, Clint Eastwood and Julie Andrews are also using the Power Plate to achieve their personal health and fitness goals.

"I've never been able to achieve such improved flexibility, range of motion, increased strength and overall physical well being than with using the Power Plate, said Johnson."

The Power Plate can be used alone or as a pre- and post-workout complement to traditional strength training and cardiovascular exercise and provides its wide array of conditioning benefits in a fraction of the time needed for traditional exercise routines.

Power Plate employs a 20-by-32-inch body positioning plate housing a driving mechanism that evenly distributes vibrations throughout the body, accelerating and magnifying the same contraction and relaxation muscular reflexes employed when performing traditional weight training exercises. However, whereas traditional resistance training methods only provide resistance on a single linear axis, resistance effects of Power Plate occur on multiple axis

stimulating the entire body of fibers within a given muscle group, taxing and conditioning the muscle group to its most substantial extent.

Developed by Russian scientists for use with elite Olympic athletes during the 1970s, the dramatic effects of whole body vibration were evidenced by the Russian's dominant Olympic run during this period. Identifying these incredible results, the Russian space program turned to whole body vibration with Russian cosmonauts to combat the degenerating effects of zero gravity on bone and muscle tissue. As a result, Power Plate North America is currently in discussions with NASA regarding use of the Power Plate and whole body vibration therapy with American astronauts.

Now with the help of elite personal trainers and fitness experts such as Chris Verna, founder of the Chris Verna Training Center in Boca Raton, Florida, whose clients including pro football legend Joe Montana, professional golfer Nick Price and Atlanta Braves closer John Smoltz, Power Plate brings whole body vibration therapy down to earth for the North American masses.

“The amazing thing about the Power Plate is that it works from the inside out without the strenuous physical rigors of conventional training methods, activating muscle tissue that conventional fitness machines overlook, said Verna, "This machine is incredible in its ability to increase flexibility, strength and critical blood flow, while reducing joint discomfort. I'm amazed how effective it has been for my arthritis clients who are severely limited in terms of available fitness alternatives."

The Power Plate is designed for and marketed to health clubs, spas, physical therapy and rehabilitation clinics, professional and collegiate athletic training facilities, and private fitness trainers, as well as home users. For more information contact Power Plate North America, LLC at (310) 216-7654 or visit the company web site at www.powerplateusa.com.

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