



Power-Plate Unveils Its New “my5” Model

The Latest Fitness Rage Among Celebrities and Professional Athletes, Now Available For Use At Home

NORTHBROOK, IL., Dec. 1, 2006 – The Power-Plate, arguably the hottest new high-tech fitness method among top celebrities, professional athletes and elite personal trainers, is now coming home for the holidays. Power Plate, manufacturers of the highly sought-after training product, the Power-Plate, have created the “my5,” a brand new model designed for use in the home, office or any other personal environment.

The new Power-Plate my5 offers the benefits of the “Next Generation” industrial-use model with smaller dimensions, designed to fit comfortably and conveniently in home settings. In addition to the launch of the new my5, Power Plate is also launching a new micro-site, www.mypowerplate.com, to help consumers experience the my5 on the web.

“Because of its versatility and efficacy with the widest array of individuals, from the most athletic to the most sedentary, we’ve always believed this product would reach a point of mass acceptance, as has been the case with treadmills or other common exercise products,” said Brian Dillman, Executive Vice President and Chief Marketing Officer, Power Plate North America. “We’ve been thrilled with the rapid emergence of the Power-Plate Next Generation, and we believe the my5 will bring Acceleration Training to a level of mass acceptance because it provides the benefits of our industrial unit at half the cost.”

The new my5 model is available in silver, white or black and offers a preset frequency level of 35 hertz, high and low amplitude settings, and a maximum load capacity of 300 lbs. The my5 is available for \$4,500.00 and can be purchased directly from Power Plate by phone (877-87-PLATE) or on the web at www.mypowerplate.com.

Power Plate introduced the world to the concept of “Acceleration Training” via Advanced Vibration Technology – a natural training method, originally pioneered by scientists with the Russian space program. The Power-Plate has emerged as one of the most sought after fitness products globally. Those reported to be users by national and international media are top celebrities including Madonna, Heidi Klum, Sean “P-Diddy” Combs, Clint Eastwood and Claudia Schiffer to name just a few. The Power-Plate is also being utilized by more than 40 professional and collegiate sports teams including the Chicago Bulls, New York Mets, New York Giants, Notre Dame, USC, UCLA and Ohio State among others.

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“All of our players are reaping benefits from using the Power-Plate - improving their speed/quickness, jumping ability, balance and coordination, said Eric Helland, Chicago Bulls strength and conditioning coach. “Additionally, Power-Plate has proven to be a remedy to soreness and pain reduction, while accelerating rehabilitation of injuries. As Kurt Heinrich – a big fan of the Power Plate says, “you can feel stiff as a board but, you stretch on the machine and you feel loose instantly.” I think that says it all.”

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. 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 on the Power-Plate offers a host of benefits such as improved muscle strength, flexibility, bone density, mobility, balance and significantly increased blood circulation. Additionally, research has also reinforced the Power-Plate's ability to reduce muscle pain and soreness, and expedite the recovery of damaged muscles and tendons.

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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