



Power Plate
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Power Plate Shakes Up Whole-Body Vibration, Again

LAS VEGAS (Jan. 7, 2014) – Long recognized as the global leader in whole-body vibration equipment, Power Plate is showcasing its newest consumer model, the Power Plate my7, at this week's Consumer Electronics Show. Utilizing the same patented dual-synch driven advanced vibration technology and tri-planar motion as its predecessors, the Power Plate my7 adds multi-directional cables for enhanced upper body work. The my7 also incorporates Power Plate's state-of-the-art Functional Interactive Training (F.I.T.) software, in a touch-screen computer, to guide users through hundreds of pre-programmed workouts and individual exercises.

Drawing upon the science behind a body's natural response to vibration, Power Plate technology uses a central vibrating platform to amplify the effects of any exercise or movement performed on it. The platform produces 25 to 50 vibrations per second, triggering reflexive muscle contractions with each vibration. As the user's body works to regain stability, experts estimate that as much as 95 percent of a user's total muscle fibers become engaged in any single activity.

Research also shows that whole-body vibration stimulates the body's natural production of the regenerative growth hormone that maintains tissue repair, muscle growth, brain function, energy and metabolism throughout life. As naturally-occurring growth hormone levels diminish with age, studies point to Power Plate's anti-aging effects and suggest a safer, easier and more affordable alternative to growth hormone therapy prescriptions.

Touted by celebrities including Claudia Schiffer, Mark Wahlberg, Courtney Cox, Clint Eastwood, Cindy Crawford, Sting and Madonna, among many others, Power Plate has been linked to a wide range of health and wellness benefits, from strength, balance, flexibility and

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POWER PLATE – ADD ONE

weight loss to improved circulation, pain reduction, detoxification and stress alleviation. Around the world, more than 100 professional and Olympic sports teams, and dozens of collegiate sports organizations, train on Power Plate equipment to enhance performance and recovery, as do professional golfers including Lee Westwood and Jesper Parnevek, and tennis stars Serena Williams and Rafael Nadal. Doctors in many countries use Power Plate to treat symptoms of conditions ranging from multiple sclerosis, cerebral palsy and cystic fibrosis, to diabetes, obesity and osteoporosis.

For additional information on Power Plate whole-body vibration equipment, including a list of health clubs, studios, medical facilities and retailers at which it can be found, visit www.powerplate.com.

Power Plate is manufactured and distributed by Northbrook, Ill.-based Performance Health Systems LLC, a global company that delivers advanced technology solutions through its health and wellness equipment. In addition to its category-defining Power Plate line, the company has attracted international attention for bioDensity, an osteogenic loading system which provides a non-pharmaceutical approach to bone and muscle loss and has been scientifically linked to dramatic bone growth among populations ranging from high-performance athletes to health-compromised seniors.