



A Beginning Guide to Power Plate® and Body Vibration®

Vibration

Using the Power Plate® produces a vibration whereby mechanical energy is transferred to the human body. It is a new, versatile and effective training method with a better grounding in science than many other training methods. The most obvious advantage of this method is that training takes just 8-10 minutes three times a week, while the effect is comparable to 2 hours of normal strength training. Negative effects of vibration are reported only after 2-8 hours daily use.

Body vibration operates at a frequency of 30-70 Hz and amplitude of 0.4 cm, and generates acceleration of 2 to 7 times the force of gravity.

How does vibration affect the body?

The mechanical stimulus causes an automatic stretch reflex, which occurs 30 to 70 times a second depending on the frequency that is set. The result of this is that the muscles continually tense very strongly. This is comparable to the maximum tightening of a muscle. But the difference is that the tensing is completely unconscious and can be maintained for much longer with 100% of all motor units or muscle fibers being active. This cannot be obtained with other training methods, where a maximum of 70-80% of the motor units is engaged.

Super-compensation: Movement makes the body tired; by resting it recovers. By repetition the body adjusts to the effect, with the result that performance improves. This super-compensation phenomenon also happens with vibration training, the difference being that the length of training is much shorter, the training effect and the hormonal output are greater and there is less strain on the locomotor system.

The effects of Body Vibration®

1. 100% of the muscle fibers are tensed through the tonic vibration reflex. The more you stretch a muscle, the harder the muscle tenses. However, the active insufficiency of a muscle must be considered.
2. Increase in flexibility: The Golgi tendon receptors charge so that the tightening is stopped and the muscle can extend.
3. Super-compensation in the hormone balance. There is increased secretion of the hormones that are important to regeneration and repair processes, such as testosterone, growth hormone and IGF-1, and a drop in cortisol.
4. Significant improvements in blood flow throughout the body.

5. Strengthening of the bone tissue.
6. Potential pain suppression.

Body Vibration can be regarded as a remarkable training device with applications for amateurs, professional sportsmen and women, the rehabilitation of patients and people with disorders of the locomotor system.

European and Russian detailed studies seemed to have also demonstrated:

-That vibration training increases muscle strength by 20-30% more than conventional strength training, while the training time is 85% shorter with Body Vibration.

-That the optimum training frequency is three times a week, frequencies of four, five and six times a week did not produce a better effect.

-That the strain on joints, tendons and ligaments is significantly less, partly as a result of the short training time and partly because the vibration is primarily absorbed by the musculature.

-That the intermittent stretching manipulates tendons, fasciae, connective tissue, etc., such that adhesions are released. There is an application here for strained tendons, torn muscles and limited range of joint motion. In the case of limited range of joint motion, improvements of 10-15 degrees have been measured as compared with 2 degrees using conventional treatments.

-That fast-twitch muscles are trained by means of vibration; this is extremely important in explosive recreational sports.

Body Vibration is highly effective, achieves good results in a short period of time and is more appropriate in rehabilitation cases because of the low load. In view of the effects described in the studies, it can also be said that Body Vibration is effective in preventing problems of the locomotor system.

Training with Body Vibration

A distinction has to be made between:

-Isometric or static vibration in one lengthwise position of the muscle. The automatic stretch reflex means that the training is much lighter so that anyone can do it. The vibration training can be made more demanding by increasing the stretch on a muscle as a result of which it will tense more;

-Dynamic exercises carried out on the Power Plate. These exercises must be sport specific. Vibration in the most extreme position of a muscle or a joint markedly improves mobility in the muscle or joint.

There are straps attached to the Power Plate that can be used to transfer the vibration from the plate on which the subject is standing to the arms and shoulder girdle. The result is total body vibration. This means that the legs, arms and shoulder girdle can be

trained at the same time. Different muscle groups or joints are worked depending on the adopted position. The range of positions is unlimited—standing, lying, sitting, supported prone, supported supine, etc.

Safety

Power Plate International is introducing a completely reliable product. Extensive tests have demonstrated that Body Vibration is just as safe as conventional training methods such as working out or weight training. Power Plate International bases this opinion on the currently available scientific research results and its own experience, gained over a period of nearly two years, with more than 2000 people and more than 22 million vibration minutes on the Power Plate.

Contra-indications

If any potential participants for Power Plate training have the following contra-indications, they should consult their conditioning coaches, doctors or specialists prior to beginning training on the Power Plate.

While we believe Power Plate to have no contra-indications due to the established safety of Vibration Technology, it is important that any potential users of Power Plate consult their coaches, specialists, or doctors prior to beginning their training on Power Plate if they have the following conditions:

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|--|---------------------|
| -Pregnancy | -Acute inflammation |
| -Acute thrombosis | -Severe migraine |
| -Serious cardiovascular diseases | -Epilepsy |
| -Recent wounds from an operation or outpatient treatment | -Wearing a |
| pacemaker | |
| -Hip and knee joint replacements | -Serious diabetes |
| | |
| -Recently fitted metal pins, bolts and/or plates | -Tumors |
| -Acute slipped disc, discopathy, spondylolysis | |



POWER PLATE ***“Power Facts”***

Origins of Vibration Therapy

Information regarding medical research in the area of vibration therapy dates back to the 1700s. Dr. Arnold Snow, M.D., in his 1912 book Mechanical Vibration, references use of vibration therapy dating back to ancient times.

Russian Roots

The Power Plate utilizes the revolutionary principles of whole-body vibration therapy, originally studied and developed for the Russian space program, which turned to whole body vibration to combat the degenerating effects of zero gravity in outer space on muscle and bone tissue. They found cosmonauts could stay in space for up to three months longer than previously due to the technology. As a result, Russian Olympic trainers began working with whole body vibration to provide athletes a competitive edge during the Russians dominant Olympic run during the 1970s.

Guus Van de Meer: Inventor of The Power Plate

Elite Dutch Olympic trainer and conditioning coach Guus Van de Meer, in search of methods that would give his athletes a competitive edge, became obsessed with research in the area of vibration therapy and recognizing its enormous potential, turned his obsession into the ultimate vibration fitness and therapy device.

The Power Plate’s Advanced Vibration Technology®

By calibrating the optimum vibration amplitude and frequency levels through extensive testing and research, Van de Meer perfected the early incarnations of vibration machines, creating The Power Plate and its advanced vibration technology®. The Power Plate’s advanced vibration technology utilizes three specific levels identified through testing and research to elicit the optimum physiological effects on the body. Conversely, the handful of vibration machines prior to The Power Plate, and some still currently in existence, simply leave the amplitude and frequency levels of the vibration stimulus open to the discretion of the user. This is a very risky approach as levels either too low or too high have been proven through research to have a counter effect on the body, as is the case with any other form of fitness training or physical therapy utilized in contrast to recommended protocols or guidelines.

Shaking Up European Health & Fitness

Backed by Van de Meer's passionate belief in vibration therapy, The Power Plate has become a multi-million dollar business within the European health & fitness industry with nearly 3,000 machines sold in just under three years.

Elite U.S. Facilities

A variety of elite U.S. medical, rehabilitation and athletic training facilities are currently using the Power Plate including the Home Depot Center (Los Angeles, CA), The National Academy of Sports Medicine (Thousand Oaks, CA), Athlete's Performance Center (Phoenix, AZ), National Rehabilitation Hospital (Washington, D.C.), Chris Verna Training Center (Boca Raton, Fla.), Oakland Raiders training facility, Tennessee Titans training facility and the DeOrio Medical Group (Santa Monica, CA).

Power Plate = Power Players

After suffering a career-threatening rupture of his achilles heel, Oakland Raiders pass-rush specialist Trace Armstrong turned to elite athletic trainer Mark Verstegan and the Power Plate for new hope. After merely a few months using the Power Plate, Armstrong was back on the field wreaking havoc on NFL quarterbacks. So impressed by the incredible effects of the Power Plate on Armstrong, former Oakland Raiders strength and conditioning coach Garrett Giemont became a major believer and proponent of The Power Plate. After winning NFL Strength & Conditioning Coach of the Year in 2002, Giemont went to work for the Tampa Bay Buccaneers bringing the Power Plate with him. His use along with that of elite Tennessee Titans strength coach Steve Watterson, created a wave that has now resulted in more than 40 professional and collegiate sports teams utilizing the Power Plate's advanced vibration technology®, including the Raiders, Buccaneers, Titans, Miami Dolphins, St. Louis Cardinals, New York Mets, Dallas Mavericks, San Antonio Spurs, Anaheim Mighty Ducks, Ohio State, Notre Dame, USC and UCLA to name just several.

The Power Plate's Benefits

The Power Plates benefits are dramatic and numerous including:

- Increases in muscle strength, particularly explosive fast-twitch muscle performance
- Increased flexibility and range of motion, improved mobility
- Increases in bone density (osteoporosis prevention/treatment)
- Enhanced blood circulation
- Neuromuscular Stimulation/Enhancement
- Increased balance (fall prevention)
- Pain Reduction
- Fat Reduction
- Increased hormonal release including serotonin, HGH (human growth hormone), IGF-1 and testosterone

Training on the Power Plate

Complete full-body workouts can be achieved on the Power Plate, with an entire program of movements and positions performed on the Power Plate designed to train the entire body. The power plate provides a proven alternative for individuals who have problems exercising (physical restrictions, lack of time, etc...). Individuals can experience nearly every positive effect of traditional exercise methods in a fraction of the time needed for conventional methods. For avid fitness enthusiasts, Power Plate provides a perfect compliment to enhance traditional exercise regimens.

Power Plate Gets To The Bone

Body vibration, the principle upon which the Power Plate is based, has the unique ability to dramatically increase bone density which makes it an ideal weapon to combat osteoporosis. A recent study at Leuven University in Belgium and published in the Journal of Bone and Mineral Research validates the preventative capabilities of the Power Plate's advanced vibration technology in the fight against osteoporosis.

Power Plate's In the Blood

Studies illustrate that vibration therapy on the Power Plate enhances the distribution of blood throughout the body, critical in the process of regeneration of damaged tissues, as well as in the circulatory system's ability to deliver vital nutrients and hormones throughout the entire body.

Life Enhancement with The Power Plate

Equally important as its benefits to individuals with normal levels of mobility, due to its ability to train the entire body without the physical rigors of traditional exercise, the Power Plate offers a proven fitness alternative for those with debilitating conditions such as arthritis and multiple sclerosis among others. Now these individuals can enhance their quality of life, and potentially extend life, through an increase and improvement in overall fitness that they may not have been able to achieve through conventional means.



Scientific Support

The Evidence Behind Whole Body Vibration and The Power Plate's Advanced Vibration Technology®

Overview

As with any emerging training or therapeutic modality or method in the health, medical and fitness realms, unbiased scientific support is critical to both validating and reinforcing claims, and to providing necessary credibility, recognition and ultimately, acceptance within the professional community and general public.

While the use of vibration is still a relatively new concept to most health & fitness and medical professionals, it certainly does not suffer from a lack of supportive research, and while there is obviously much research yet to be done in the area, the overwhelming consistency of findings from scientific research that currently exists on the subject is a compelling precursor to the potential applications and impact of this revolutionary method of training and treatment.

Following are examples of published science, supporting some of whole body vibration and The Power Plate's most important claims, including enhanced muscle strength, bone density, hormonal release/circulation and pain reduction:

Muscle Strength Enhancement

Strength Increase After Whole Body Vibration Compared with Resistance Training

C. Delecluse, M. Roelants, S. Verschueren

This study conducted at Leuven University in Belgium and published in *Medicine & Science in Sports & Exercise* (2003), the official journal of the American College of Sports Medicine, compared three groups of untrained women: those utilizing whole body vibration training, those utilizing conventional resistance training and a placebo group utilizing a placebo version of a vibration training mechanism. The results after three months showed nearly identical gains in muscle strength between the vibration and conventional resistance training groups, validating vibration's ability to yield the same significant strength benefits associated with conventional forms of training, yet in a fraction of the necessary training time, and without the potentially damaging or degenerative effects of conventional training on the body, commonly found with conventional resistance training methods. (i.e., joints, ligaments, tendons, etc...).

Effect of Four-Month Vertical Whole Body Vibration on Performance and Balance
S. Torvinen, P. Kannus, H. Sievanen, T. Jarvinen, M. Pasanen, S. Kontulainen, T. Jarvinen, M. Jarvinen, P. Oja, I. Vuori

This study conducted at University of Tampere, Finland and also published in *Medicine & Science in Sports & Exercise* (2002), was designed to measure the effect of whole body vibration on a group of healthy, yet non-athletic, men and women who engaged in whole body vibration training focused on the lower body, 3-5 times per week over a period of four months. The results illustrated significant gains in both vertical leap capability and quadriceps muscle strength in the group utilizing WBV.

The Use of Vibration as an Exercise Intervention

C. Bosco, M. Cardinale

This paper published in *Exercise and Sports Science Reviews* (2003), an official publication of the American College of Sports Medicine, supports the physiological rationale behind whole body vibration's ability to enhance neuromuscular performance and overall muscle strength. The paper is based on a variety of research conducted by Bosco and Cardinale at Rome University.

The Influence of Whole Body Vibration on the Mechanical Behavior of Skeletal Muscle

C. Bosco, M. Cardinale, R. Colli, J. Tihanyi, S.P. von Duvillar, A. Viru

Utilizing physically active and fit test subjects, the study, conducted primarily at Rome University, set out to uncover the effects of whole body vibration on skeletal muscle and its performance capabilities. The study highlighted two groups, one utilizing whole body vibration training for 10 minutes a day over a ten-day period, while a control group maintained its normal activity levels without engaging in any forms of strength or jump training. Vertical leap capability prior to and following the duration of the study was used as the measurement of effect, and the results showed significant increases in vertical jump capability in the whole body vibration group, while the control group yielded no such significant gains whatsoever.

Bone Density Enhancements (Osteoporosis)

Effect of Whole Body Vibration Training on Hip Density, Muscle Strength and Postural Control in Postmenopausal Women

S. Verschueren, M. Roelants, C. Delecluse, S. Swinnen, D. Vanderschueren, S. Boonen

Utilizing a group of 70 healthy postmenopausal women (age 58-74 years), randomly assigned to a whole body vibration training (WBV) group, a resistance training group and a control group, the study, conducted at Leuven University in Belgium and published in the *Journal of Bone and Mineral Research* (2004), the leading research publication in the area of osteoporosis study, was designed to measure the effects of whole body vibration in comparison to that of resistance training on hip bone density, muscle strength in the lower body/quadriceps, and postural sway (balance). Results showed significant increases in hip bone density in the WBV group as compared to the resistance and control group who showed no such increases. Furthermore, comparable strength gains were seen in the

Effect of Whole Body Vibration Training on Hip Density, Muscle Strength and Postural Control in Postmenopausal Women (cont.)

WBV and resistance groups, albeit with the WBV group utilizing fewer weekly training sessions with shorter session durations than that of the resistance group. The control group yielded no significant strength gains. Finally, the WBV group showed significant increases in balance, compared to both the resistance and control groups who showed no increases in this area.

Transmissibility of 15-Hertz to 35-Hertz Vibrations to the Human Hip and Lumbar Spine

C. Rubin, M. Pope, J.C. Fritton, M. Magnusson, T. Hansson, K. McLeod

This study, conducted at New York University at Stony Brook and published in SPINE (2003), was designed to measure whether whole body vibration could effectively deliver the necessary mechanical stimulation, proven to illicit increases in bone mass/density. A positive result would serve as an important step in the development of mechanically based treatment for osteoporosis, versus currently recognized pharmacological alternatives. The study focused on the proximal femur and lumbar vertebrae of a standing individual, utilizing a whole body vibration mechanism as the sole means of delivering mechanical stimulation to these bones. The results illustrated that WBV could, in fact, deliver the mechanical stimulation, necessary to illicit bone mass increases, and thus, could be an important modality in the prevention and treatment of bone density loss.

Low Magnitude Mechanical Loading Is Osteogenic In Children With Disabling Conditions

K. Ward, C. Alsop, J. Caulton, C. Rubin, J. Adams, Z. Mughal

Conducted at University of Manchester in England and published in the Journal of Bone and Mineral Research (March, 2004), the pilot study focused on 20 children all suffering from disabling conditions, each of whom could stand independently, although their overall mobility was substantially impaired due to their disability. The study group was separated into two groups of ten, one utilizing a whole body vibration mechanism and the other acting as a control group through the use of a placebo version of the same machine. The children in the vibration group were subjected to low magnitude vertical ground-based vibration in order to measure its effects on tibial and spinal volumetric trabecular bone mass. Subjects engaged in 10 minute sessions, five days a week over a period of six months. The vibration group experienced substantial increases in bone mass within both areas of focus illustrating the technology's positive effects as a method of prevention and/or treatment of osteoporosis degenerative conditions.

Prevention of Postmenopausal Bone Loss by a Low-Magnitude, High Frequency Mechanical Stimuli: A Clinical Trial Assessing Compliance, Efficacy and Safety

C. Rubin, R. Recker, D. Cullen, J. Ryaby, J. McCabe, K. McLeod

This study, conducted at the University of New York, Stony Brook and published in the Journal of Bone and Mineral Research (March, 2004), focused on a group of 64 healthy postmenopausal women in order to measure the effects of low magnitude, high frequency

Prevention of Postmenopausal Bone Loss by a Low-Magnitude, High Frequency Mechanical Stimuli: A Clinical Trial Assessing Compliance, Efficacy and Safety(cont.)

vibrational loading on the density/strength of human bone. The subjects were separated into a control/placebo group, and a vibration group who utilized a whole body vibration mechanism. The subjects engaged in two ten minute sessions a day, seven days a week, over a period of one year. The study showed that those in the vibration group displayed significantly less loss in bone mineral density than those in the placebo group. This reinforced the hypothesis that low magnitude high frequency vibration stimulus could offer an effective method in preventing bone mineral density losses commonly associated with aging, particularly with postmenopausal women.

Increased Hormonal Release/Circulation

The Effect of Whole Body Vibration on Lower Extremity Skin Blood Flow

E. Lohman, J.S. Petrofsky, H. Betts

This study conducted at Loma Linda University set out to measure The Power Plate and its advanced vibration technology's ability to increase blood flow. The study focused on the lower extremities, with subjects broken into three groups: those performing specific quadriceps and calves exercises on the Power Plate, those performing similar exercises but utilizing conventional resistance training, and a third group utilizing the Power Plate for strictly calves/lower extremity massage, but without performing dynamic exercise movements. A laser Doppler flow meter was utilized to measure the effects in each group. Both groups one and group three utilizing the Power Plate showed significant increases in blood concentration in the lower extremities, versus the resistance training group which yielded decreases in blood concentration.

Hormonal Responses to Whole Body Vibration in Men

C. Bosco, M. Iacovelli, O. Tsarpela, M. Cardinale, M. Bonifazi, J. Tihanyi, M. Viru, A. De Lorenzo, A. Viru

This study, conducted at Rome University and published in the *European Journal of Applied Physiology* (1999) measure whole body vibration's effect on the production of key hormones testosterone, human growth hormone (HGH) and cortisol. The study consisted of performing jumping and mechanical testing together with EMG analysis of leg extensor muscles as well as blood data collection before and immediately following 10-minute sessions of whole body vibration treatment. The group experienced substantial increases in the production of testosterone and HGH, while also illustrating equally substantial decreases in production of the inhibiting hormone cortisol.

Whole Body Vibration Exercise Leads to Alterations in Muscle Blood Volume

K. Kersch-Schindl, S. Grampp, C. Henk, H. Resch, E. Preisinger, V. Fialka-Moser, H. Imhof

This study, conducted at the University of Vienna and published in *Clinical Physiology* (2001) was designed to measure whether whole body vibration (WBV) at lower-frequency vibration levels would have the same negative effects on circulation, commonly associated with higher-frequency vibration levels experienced occupationally

Whole Body Vibration Exercise Leads to Alterations in Muscle Blood Volume (cont.)
in the workplace. The study focused on twenty healthy adults performing nine minute sessions with a WBV mechanism. Measurements of blood volume in the quadriceps and gastrocnemius muscles were measured with Doppler sonography and ultrasound technology. The results showed that blood flow to these muscles increased significantly while the resistive index in these areas decreased significantly, reinforcing that WBV actually produced an extremely positive impact in terms of circulation and muscle blood volume.

Acute Physiological Effects of Exhaustive Whole Body Vibration Exercise in Man

J. Rittweger, G. Beller, D. Felsenberg

This study, conducted at the University of Berlin, Germany and published in *Clinical Physiology* (1999) was designed to measure the effects of whole body vibration (WBV) on heart rate and oxygen uptake, to key components in blood circulation. The study would also shed light to the cardiovascular safety of WBV training, particularly for the elderly or others with cardiovascular challenges. The heart rates and oxygen uptake levels of groups utilizing WBV were compared to that of those training with exercise bikes. Each group trained with its respective method to exhaustive levels. The results illustrated an increase in both heart rate and oxygen uptake of nearly 10 percent, compared to those levels of the bicycle training group. In conclusion, the study determined that there was no significant level of risk in utilizing WBV with the elderly or others with cardiovascular challenges.

Pain Reduction

Treatment of Chronic Lower Back Pain with Lumbar Extension and Whole-Body Vibration Exercise

J. Rittweger, K. Just, K. Kautzsch, P. Reeg, D. Felsenberg

This three-month study, conducted at University of Berlin, Germany and published in *SPINE* (2002), compared the effects of whole body vibration (WBV) and conventional lumbar extension resistance exercise on 60 patients averaging 51 years of age and a lower back pain history of 13 years. The groups were split between those utilizing WBV training and those utilizing conventional resistance through lumbar extension exercises. Results were measured via lumbar extension torque, pain sensation and pain-related disability. A significant and comparable reduction in pain sensation and pain-related disability were illustrated by both the WBV and resistance groups. In terms of lumbar torque, the WBV group showed significant gains, while the resistance group illustrated gains that exceeded the WBV group. However no correlation was evident between lumbar torque capability and pain sensation and pain-related disability reductions.



Recent Report in the Journal of the American College of Sports Medicine Supports Benefits of Power Plate's Whole Body Vibration Technology

Cutting-Edge Fitness and Rehab Method, Widely Utilized In Professional Sports, Offers Equally Compelling Benefits to Consumers, Regardless of Age or Physical Limitations

Culver City, CA – August 1, 2003 – A recent study at Leuven University in Belgium, and published in the Official Journal of the American College of Sports Medicine, confirms that the whole body vibration produced by Power Plate® “elicits muscle contraction involuntary and it induces strength gain in previously untrained subjects within a short period of time without much effort.”

The study also suggests that Power Plate® has “great potential in a therapeutic context where it may enhance muscular performance in patients and elderly, who are not attracted to, or who are not able to perform standard exercise programs.” So while professional sports teams have already widely accepted the obvious benefits to the performance and health of their multi-million dollar athletes, health clubs and rehabilitation centers will be taking Power Plate® mainstream to provide their clients with this alternative method to strenuous and time consuming weight training.

“The Leuven study is validation of what we’ve always envisioned, and witnessed through the product’s widespread use overseas, that the true impact and potential for the Power Plate and whole body vibration was in its ability to improve the health of every American, male and female, young or old,” said Jerry Beckman, CEO of Power Plate North America. “Whole body vibration provides a method that anyone can engage in to extend and improve their quality of life, not only for younger adults, but especially seniors and those debilitated individuals who to date have had very few methods available that suit their unique physical limitations.”

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.

The Leuven Study found that subjects who trained on the Power Plate for 12 weeks produced slightly higher gains in strength than those who use conventional equipment. The study concluded that vibration training, “and the muscle contractions it provokes, appear to be an efficient training stimulus to increase muscle strength.” One of the key factors not widely known about the study is that the subjects using the Power

Plate® trained for only 10 minutes three times a week, while those using conventional methods trained for 50 minutes three times a week.

“The combination of tangible results in a fraction of the time with minimal physical stress is a remarkable breakthrough and could usher in a new age in training for those seeking to maintain wellness and longevity,” said Dr. Jim Stoppani, Science Editor at Muscle & Fitness Magazine. “Power Plate’s® ability to produce greater results in less time could attract more Americans to get on a regular program, which would substantially impact the average American’s level of health.”

During the product’s introductory year in 2002, immediate recognition came from professional sports strength & conditioning professionals from teams including pro football’s Oakland Raiders, baseball’s Chicago Cubs and hockey’s Anaheim Mighty Ducks, who aggressively seek the latest technologies and methods in order to maintain an advantage in the highly competitive world of professional sports. Yet, due to its rapid success with elite athletes in the sports world, more and more mainstream health & fitness, and wellness experts are recognizing that The Power Plate and its whole body vibration technology, offer equally substantial, if not greater, benefits to mainstream consumers of all ages, regardless of potential physical limitations.

“The fact that elite fitness professionals responsible for the health and livelihood of multi-million dollar athletes are confidently turning to the Power Plate within their training regimens speaks volumes for the validity and credibility of this product and the technology at its core,” said

Michael Neitzke, General Manager of the Spectrum Club in West Los Angeles. “The positive response and results we are seeing with our Spectrum Club members every day are proof that The Power Plate and whole body vibration technology can effectively create healthier and longer lives for everyone, regardless of age or physically restrictive conditions.”

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.

Based on the Power Plate’s initial success and exposure, major universities such as the University of Southern California, University of Nebraska and Ohio State University are a few of the institutions now utilizing the machine. In addition, NASA is currently doing testing on the Power Plate to identify its potential applications within the space program.

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. These

discoveries, along with several studies, are showing that whole body vibration can serve as an extremely valuable method for combating osteoporosis without the aid of pharmacology – a disease that takes the lives of millions each year.

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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