



Media Contact: Bonni Pear, Miller-Pear Public Relations, (312) 674-4566;
bpear@millerpear.com

FOR IMMEDIATE RELEASE

Power Plate® Introduces New Enhancements to Elite-Athlete Training

COLOGNE, Germany (April 3, 2014) – A re-design of the standard-setting Power Plate® pro5 HP vibration training machine, used by professional sports teams and elite athletes around the world, was introduced today at the FIBO 2014 Global Fitness, Wellness & Health Expo.

Like its predecessor, the remodeled Power Plate pro5 HP features a columnless design to accommodate 360 degrees of motion around the plate surface and facilitate integration with other training equipment, such as a squat rack. This allows athletes to more easily utilize Power Plate's advanced vibration technology to maximize the effects of a full range of static, dynamic and plyometric exercises. Based on customer research, the re-design features a larger platform and modified suspension, along with a user-friendly remote control that enables athletes or their trainers to adjust settings instantly, without interruption to their workout. Also new is an improved travel case, making the pro5 HP more convenient to store and transport.

Drawing upon the science behind a body's natural response to vibration, Power Plate's patented dual-synch driven vibrating platform triggers up to 50 reflexive muscle contractions per second. As the user's body works to regain stability, up to 95 percent of the body's muscle fibers become engaged in any single movement, significantly amplifying the effectiveness of any exercise performed on the plate. 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, all contributing factors to enhanced athletic performance and recovery.

"Power Plate has proven to be a very effective and popular training modality with our players," said Chicago Bulls Strength and Conditioning Coach Erik Helland. "It has

demonstrated impressive results even after a short period of use, increasing players' strength, flexibility, metabolism and flexibility. Power Plate has also proved to be a good remedy to soreness and pain reduction, while accelerating the injury-rehab cycle.”

More than 100 professional sports teams around the world, including 75 percent of the four major sports franchises in the U.S., and scores of collegiate sports programs and Olympic training facilities worldwide, currently use Power Plate, as does EXOS (formerly Athletes' Performance), the global leader in performance training for elite-level professional athletes. Among an ever-growing roster of top-name athletes relying on Power Plate as a key component of their training regimen are four-time World Champion cyclist Sarah Hammer, LA Dodgers right fielder Andre Ethier, numerous professional golfers including Lee Westwood and Jesper Parnevek, and tennis stars Serena Williams and Rafael Nadal.

For additional information on Power Plate whole-body vibration equipment, including the re-designed Power Plate pro5 HP, 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.