



FOR IMMEDIATE RELEASE

Contact: Chad Convis
(562) 546-6004
cconvis@leaderenterprises.com

Acceleration Training Emerges as Formidable Weapon in Fight Against Osteoporosis

Published Research and First-Hand Experience Supports Revolutionary Exercise and Therapy Modality, Pioneered by Chicago-Based Company

NORTHBROOK, IL, April 23, 2007 – As National Osteoporosis Awareness Month approaches in May, a revolutionary fitness and wellness method that's become the method of choice with global celebrities and elite professional athletes is showing itself to be a formidable weapon in the prevention and treatment of Osteoporosis. Acceleration Training™ (a.k.a. "vibration training"), a modality made prominent in the United States by Northbrook, Ill.-based Power Plate North America, is providing individuals with an effective method in the ongoing fight against Osteoporosis.

Although Power Plate North America has never marketed its products as medical devices (specifically marketed for fitness and exercise), the company is seeing its products bring compelling results to individuals and professionals dealing with Osteoporosis. Both published research and a host of anecdotal, first-hand experiences by doctors, therapists and Osteoporosis patients are supporting the use of Acceleration Training™ via Advanced Vibration Technology™. These products, like the popular Power Plate® product line, are backed as a highly-effective method of preventing and treating this condition that affects 44 million Americans at a cost of \$17 billion in treatment annually.

Kay Smith, a personal trainer and Pilates instructor from Colleyville, Texas, has experienced significant and compelling results with her Osteoporosis, utilizing Acceleration Training™.

"I have never had results like this even with weight training, which I had done for more than 15 years," said Smith. "Even my doctor is amazed that after the huge drop in my bone density when reaching menopause, I am now building bone in my spine and hips without taking drugs or estrogen."

To date, resistance training and pharmacology have been the most common methods of treating Osteoporosis. However, conventional resistance training and its high-impact nature often present considerable challenges to the mature adult and elderly audiences that are facing the condition. Acceleration Training™ is now offering a proven solution, virtually custom-made for this audience.

More...

Acceleration Training & Osteoporosis

Page Two

“Conventional resistance training methods can create challenges for a wide range of the population either reluctant to, or unable to, engage in the time consuming and high stress obstacles associated with them,” said Scott Hopson, Director of Research, Education and Training for Power Plate North America. “Acceleration Training™ provides an exciting and holistic alternative, using the natural forces of gravity, in a significantly less stressful and time consuming environment – as little as 20 minutes 3 times per week.”

In 2004, the American Journal of Bone Mineral Research published the results of a six-month study conducted with 70 post-menopausal women, comparing bone scan results of those utilizing Acceleration Training™ (via Power Plate® equipment) over a 24-week period with those utilizing conventional resistance training over the same period. Bone scan results for the Acceleration Training™ group revealed a 1.5 percent bone mineral increase at the hip, while the resistance training group revealed no significant increase. As a bonus, the Acceleration Training™ group revealed significant improvements in postural control and balance, critical components to reducing falls which commonly result in fractures and significant injuries among those living with Osteoporosis. What is equally critical to note is that the Acceleration Training™ group achieved its results in half the time and with significantly less effort as those that utilized conventional resistance training – three 30-minute sessions per week for the Power Plate® exercise group compared to three 60-minute sessions per week for the resistance training group.

In addition to this published research, a host of medical and therapy professionals including doctors, physical therapists, wellness & longevity therapists and chiropractors are reporting positive and compelling stories of success with their own patients.

"At *Pilates Central*, we've been using Acceleration Training™ as a key adjunct to Pilates resistance training for a number of our clients managing their Osteoporosis," said Donna Parise Byrne, a licensed physical therapist and owner of *Pilates Central* in Wilmette, Illinois. "Over the past 9 months, since we have incorporated the use of the Power Plate pro5 model into our therapies targeting Osteoporosis, we have documented a noticeably *faster* and substantial increase in bone density."

Acceleration Training™ via Power Plate® equipment exploits the body's innate reflexive response to disruptions in stability in order to stimulate a wide array of benefits including; but not limited to, increases in muscle strength, flexibility, hormonal release, lymphatic drainage, bone density and metabolic rates. 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 stimulus from Acceleration Training™.

Power Plate North America 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 NA on the web at www.powerplate.com.

###