



## **ACCELERATION TRAINING WITH THE POWER PLATE FEATURED ON THE MARTHA STEWART SHOW THIS MONDAY, JAN. 5<sup>th</sup>**

***Stewart and Trainer Mary Tedesco Showcase Groundbreaking Fitness and Wellness Method, Demonstrating Exercises and Detailing Advanced Vibration Technology's Array of Fitness and Wellness Solutions***

**LOS ANGELES, CA, Jan. 2, 2008** – On Monday, Jan. 5<sup>th</sup>, home design and lifestyle guru Martha Stewart and her trainer, Mary Tedesco will showcase the myriad of fitness, wellness and beautification benefits afforded by Vibration Training with the Power Plate product, on the nationally syndicated Martha Stewart Show (check local listings for broadcast channels and times).

Acceleration Training, based on the Power Plate's Advanced Vibration Technology, is a training method that's become the hottest and most intriguing new fitness method to come along in decades. Acceleration Training is a mainstream fitness and beautification method in Europe, particularly in Paris and London where Power Plate-based facilities are extremely popular. Now here in the U.S., it's become the hottest new training method among Hollywood celebrities, not to mention a host of fitness and wellness facilities around the country now offering it to consumers.

"We're thrilled by the opportunity to have such credible and influential experts as Martha and Mary Tedesco, showcase the Power Plate to a national audience," said Patty Stapleton, Senior Vice President, Power Plate North America. "No other training method is as efficient, or offers as wide an array of benefits to such an expansive range of individuals, and the ability to showcase this for Martha Stewart's enormous audience is invaluable."

Stewart has been using the Power Plate within her own personal training regimen administered by her trainer, Tedesco. Therefore, she and Tedesco will be offering first-hand knowledge of the Power Plate's Advanced Vibration Technology to viewers around the country.

The Power Plate and its innovative Acceleration Training method has emerged steadily thanks in large part to reported use by high-profile global celebrities including Madonna, Heidi Klum, Hilary Swank, Cindy Crawford, George Clooney, P-Diddy, Clint Eastwood, Elle McPherson and Claudia Schiffer, among many others. The product's initial introduction in the U.S. came by way of elite athletic trainers and athletes in collegiate and professional sports; however, it's compelling combination of fitness and beautification benefits are what has created such a demand among Hollywood's celebrity elite, for whom fitness and beauty are equally critical.

**More...**

## **Power Plate Featured on Martha Stewart Show Page Two**

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. These benefits extend to increased lymphatic drainage, critical to detoxification and eliminating cellulite, increased release of key hormones that enhance the look and condition of skin, as well as increased metabolic rate to expedite weight loss. 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. All this is achieved through time-efficient workout sessions of 30-minutes or less performed three-to-four times per week.

Power Plate machines are ideal as a comprehensive home- and personal-fitness solution and are available at a variety of retail outlets including select Brookstone and Sports Chalet, not to mention specialty fitness retailers including Gymsource and Second Wind. For information about Acceleration Training and vibration technology with the Power Plate machine, or purchasing for the Power Plate machine, visit [www.powerplate.com](http://www.powerplate.com) or call 1-877-87-PLATE.

**Power Plate is the leading manufacturer of products using Acceleration Training through Advanced Vibration Technology for health clubs, wellness centers, 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 Patty Stapleton, Senior Vice President of Marketing – Power Plate North America, at (512) 964-0966 or by email at [patty.stapleton@powerplate.com](mailto:patty.stapleton@powerplate.com) or visit Power Plate on the web at [www.powerplate.com](http://www.powerplate.com).**

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**Contact:** Marc Altieri  
Leader Enterprises  
562-546-6002  
[maltieri@leaderenterprises.com](mailto:maltieri@leaderenterprises.com)