



AUSTRALIAN OPEN WINNER SERENA WILLIAMS TRAINS WITH POWER PLATE® EQUIPMENT

Number One Seed Uses Advanced Vibration Technology™ on Power Plate® Machines

Irvine, Calif. (February 03, 2010) – On the court, Serena Williams dominates. Off the court, she incorporates state-of-the-art [Power Plate®](#) training to give her a competitive edge, increase strength, power and agility and speed her recovery time.

This weekend, Williams won the Australian Open and claimed her 12th Grand Slam Singles title. Her powerful serve, forceful groundstrokes and speed begin even before she steps foot on the court. Williams says, “Off-court training is as important to me as on-court. With the Power Plate®, I’m able to accelerate my off-court training and maximize the benefits.”

Power Plate® technology provides one of the most efficient and dynamic total-body workouts in less than 30 minutes. The technology utilizes scientifically-proven Advanced Vibration Technology™ that naturally stimulates muscle reactions 25-50 times per second, which works up to 95 percent of muscle fibers while you exercise.

The result is a high-intensity exercise that increases strength, improves muscle tone and balance and helps reduce body fat. A [recent study](#) found that Acceleration Training™ exercise helped participants lose more weight than traditional exercise.

Also important for elite athletes like Williams, Power Plate® equipment has the scientifically proven ability to reduce muscle pain and soreness and expedite the recovery of damaged muscles and tendons.

“On tour, playing back-to-back matches is tough on your body. Being ready the next day is the difference between winning or losing. If I can accelerate the recovery and healing process, I have a definite advantage. With my Power Plate®, I have that advantage,” Williams says.

Used by elite athletes, celebrities, and people from all walks of life, Power Plate® equipment benefits include: increased fitness, strength, muscle tone, flexibility, bone density and range of motion as well as improved blood circulation and lymphatic system activation. The complete Power Plate® line of fitness equipment is designed for health clubs, wellness centers, spas, hospitals, physical therapy and rehabilitation clinics, professional and collegiate athletic training facilities, private fitness trainers and home use. Power Plate International currently conducts business in 92 countries globally with world headquarters in London, England and a Research and Development Center in Amsterdam, The Netherlands. Power Plate North America offices are headquartered in Irvine, Calif. www.powerplate.com.

CONTACT: Fred Heim, Power Plate North America

Fred.heim@powerplate.com

847.239.5402

Jessica Vitale, Zeno Group

Jessica.vitale@zenogroup.com

310.566.2285

###