

Media Release
For immediate use

Power Plate® and Williams Rev Up for the 2011 Melbourne Grand Prix

Power Plate releases limited edition Power Plate pro6™ with Williams F1

Power Plate International has celebrated the partnership with the Williams F1 by producing a limited edition Williams Power Plate pro6™, available in Australia from February 2011.

The exclusive Power Plate pro6 machine is finished in the distinctive Williams livery, and equipped with the newest fitness innovation, proMOTION technology.

Founder and Chairman of Power Plate Guus van der Meer says "We are thrilled to be working with the Williams team. Formula One drivers are elite athletes and we are well-placed to offer them access to a cutting-edge fitness technology that can help them gain that all important competitive edge."

AT&T Williams driver Rubens Barichello and other team members now use Power Plate machines as part of their fitness training to help them stay at the top of their game. "I can really feel the benefits of using the Power Plate machine," says Barichello.

"It's a great way to improve core strength, essential for coping with the enormous g-forces caused by racing at high speeds."

Williams pro6 Power Plate machines are available in Australia from February 2011 and retail for \$18,700 inc GST. For more information or to order, visit www.powerplate.com.au or phone 1300 411 495.

#ENDS



Notes to the Editor

ABOUT POWER PLATE

A Power Plate® machine is the ultimate training partner and has been proven superior to traditional fitness methods. Power Plate machines use the principles of Acceleration Training™ to stimulate the body's natural response to vibration, causing muscles to contract in a reflex action.

Used by elite athletes, celebrities and people from all walks of life, Power Plate exercise can help improve fitness, muscle tone and strength, flexibility, bone density and circulation and cardiovascular function. Power Plate has a presence in 92 countries globally.

Power Plate proMOTION technology features high strength Vectran® cables which transfer vibrations at high speed frequency rates directly to the muscles of the arms, back, core and shoulders. The integration of this resistance element into the pro6 model further enhances the benefits of Acceleration Training™ exercise for the ultimate total body workout.

For more information, visit: www.powerplate.com.au

ABOUT WILLIAMS F1

Formed in 1977, Williams F1 is one of the world's leading Formula One teams, with 16 FIA Formula One World Championship titles and 113 Grand Prix victories to its credit. Today, Williams F1 employs around 520 personnel at a 40ha technology campus based in the heart of the UK's Motorsport Valley in rural Oxfordshire.

The company's core competencies are the design and manufacture of Formula One race cars, and the deployment of this expertise in running the team's entries into the Grands Prix each season. The company is also active in the areas of applying Formula One technology to a growing range of civil and industrial applications with the express aim of conserving energy, developing educational initiatives for primary age school children and assisting international road safety initiatives.

For more information, visit: www.attwilliams.com



Media Enquiries

To trial the Power Plate pro6™ or for hi res images of the Williams Power Plate machine, please contact:

Elise Whitelaw

Head of PR & Marketing

Power Plate Australia

M: 0448 487 000

E: elise@en-core.com.au