

PRESS RELEASE – EMEA

**Power Plate teams up with
Myzone for a new exercise experience**



27 July 2021 - Power Plate has teamed up with Myzone to provide its community with new class experiences and the opportunity to offer rewards based on effort, every time they move.

As the global leader in whole body vibration, Power Plate is embracing Myzone's MZ-Remote platform to host classes live online in addition to using MZ-Instruct to educate communities in the gym. Together these initiatives are set to bring big benefits to class participants' strength, endurance, circulation, mobility, bone health and weight loss goals.

"With the Power Plate community able to access products both at home and in the gym, this new class offering means that they can continue to reap the benefits of vibration technology and heart rate training, wherever and whenever they want to work out," explains David Stalker, CEO of Myzone EMEA. *"It is the perfect way to cement the link between movement in the gym and at home."*

"Flexibility is key to unlocking the next chapter in our great fitness and physical activity sector. The way we approach classes and programming has not changed, but the way that we measure investment and spend has, both as a business and as a participant. Now the Power Plate community can reap the benefits of joined up thinking within their wider community. The better the digital experience, the better the engagement is going to be all round."

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Power Plate understands how combining physical and digital spaces reaches more of the community as part of a movement that continues to grow.

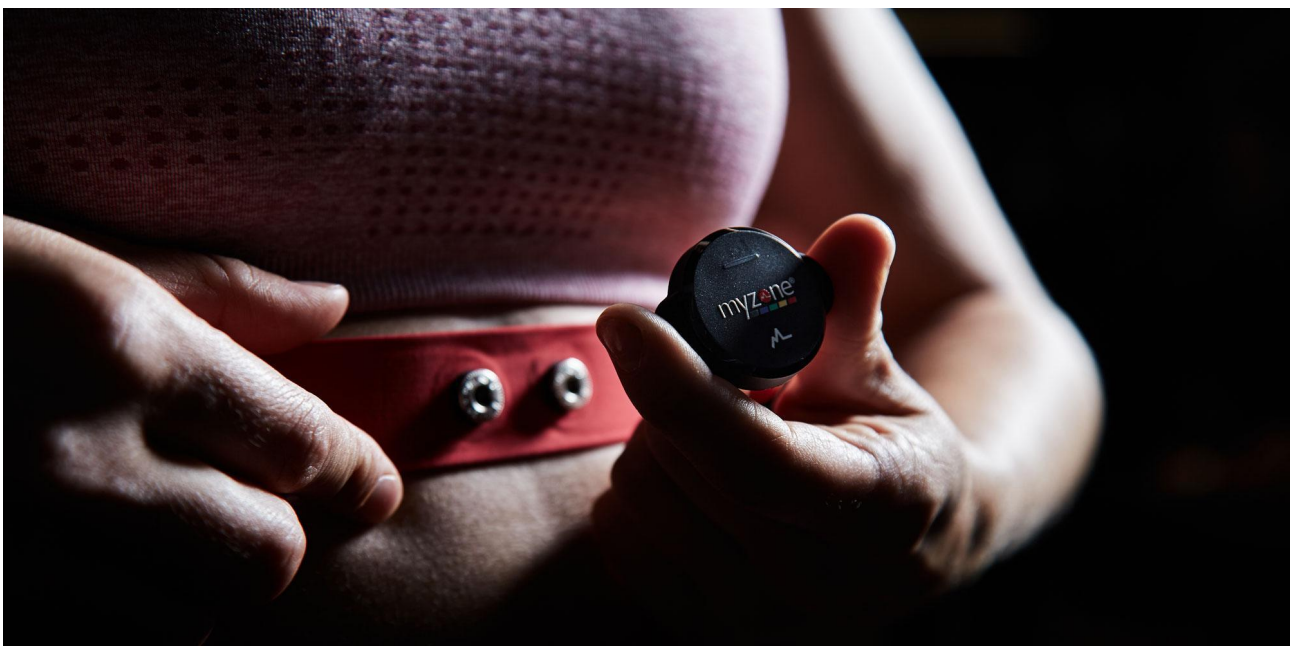
“With so many people adapting to find new ways of exercising during the pandemic, taking part in online classes such as MZ-Remote, going for daily walks, or exercising with their family, Power Plate recognises the importance of being able to track and monitor these workouts both at home and in the gym,” explains Sandy Kolkey, chief marketing officer at Power Plate.

Power Plate’s community will be able to get the Myzone class experience from any location, with full access to personal statistics and constant contact with their class instructors.

Gyms and fitness studios will also benefit from the ability to incorporate Power Plate into their training sessions and group exercise classes, connecting with members from any location - building loyalty and trust. By monitoring an individual's progress, instructors can provide valuable feedback - keeping members engaged for longer.

Steve Wright, VP Power Plate EME says *“Myzone connectivity will enable health clubs to bring Power Plate group exercise classes into the mix, allowing members to try something new, and add a competitive edge with live workout data shown on the big screen.”*

Transition Zone in London, UK will be the first fitness studio to implement the exciting Power Plate / Myzone combination and owner Claire Finlay says *“I am really excited to further strengthen our sense of community. Myzone facilitates this by tracking and rewarding all forms of activity be it walking the dog, playing football with the kids or a 25 minute Power Plate class. Technology and community sit side by side, and for me it’s the future!”*



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About Power Plate.

Power Plate is owned, manufactured and distributed by Northbrook, Ill.-based Performance Health Systems LLC, a global company delivering advanced technology solutions through health and wellness equipment. Power Plate's whole body and targeted vibration training and therapy helps users feel better by stimulating natural reflexes, increasing muscle activation, and improving circulation. Power Plate delivers accelerated health, fitness and wellness results, whatever the fitness level or ability.

Customers all over the world trust Power Plate to help them achieve greatness and inspire their communities to do more. Natural leaders and ideal partners, they know that together we are stronger. Working with Power Plate to improve life and business inspires them to strive for success in everything they do to deliver on quality, consistency, scalability, profitability and sustainability.

Power Plate delivers accelerated health, fitness and wellness results, whatever the fitness level or ability. Using Power Plate is the innovative, time-saving and results-driven way to improve fitness and wellbeing, through enhancing every movement.

About Myzone.

Myzone is a unique wearable fitness brand that rewards effort rather than ability, motivating its users to feel good about exercise and work harder. Myzone uses inclusive, game-based mechanics and social elements to build communities together on the Myzone app. Myzone creates personalised zones for each user, based on their maximum heart-rate, which means anyone can compete together on a level playing field.

Myzone develops accurate wearable technology, to provide engaging and motivational experiences, which support behaviour change to make exercise habits stick. Myzone is used by 1.8 million people and already represented in over 7500 facilities in 84 countries.

The most accurate calorie cruncher on the market – the chest strap boasts a heart rate accuracy of 99.4% ECG and the wrist watch a 95% PPG accuracy and in conjunction with personal body metrics, it ensures calorie-burning calculations are supremely accurate and personal to individuals in your community.

It praises like a PT – Unlike other activity monitors Myzone rewards effort not fitness, motivating everyone to work harder. Myzone recognises everyone is different, so it creates a handicap for every user, based on their maximum heart-rate, which effectively means members can compete with anyone on a level playing field.

It's a multiplayer game – Myzone is massively addictive, challenging and motivating. Use the app to create competitions with friends or plot your progress on the leaderboard as Myzone turns effort into points, and then equates them to the World Health Organization's guidelines for physical activity.

It's Facebook for physical activity – Myzone has its own social media network. Use it to follow friends, analyse workouts, then 'like' or comment on their efforts to stay connected - whether you are competitive or love collecting those likes to keep you moving. Together we are stronger, with the unbeatable connected experience.

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