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POWER PLATE® BECOMES OFFICIAL FITNESS TECHNOLOGY PARTNER OF THE NORTHWESTERN UNIVERSITY WILDCATS

Partners Will Work Together on A Series of Cross-Promotional Initiatives with University's Athletic Teams

CHICAGO – September 14, 2017 – [Power Plate](#), the global leader in vibrating platforms to help you prepare faster, perform better and recover quicker, today announced a three-year strategic partnership to become the official Fitness Technology Partner of the Northwestern Wildcats. As a result of the partnership, Power Plate and Northwestern will work together on a variety of promotional initiatives surrounding the school's athletic events.

Beginning with the 2017 football season, Power Plate will have promotions at select Northwestern home sporting events. Among these promotions are videoboard features, signage in the stadium and on-site activations to educate Northwestern fans about Power Plate and the benefits it offers. These various on-site activations will also continue beyond the football season, with events during home basketball games and track and field events. Power Plate will also sponsor social media campaigns leading up to, and during the 2017-18, 2018-2019, and 2019-20 men's basketball seasons, as well as the 2018 and 2019 football seasons.

"Northwestern University has a long history of achieving high levels of success both in academics and athletics, and we are very proud to partner with such a prestigious institution," said Lee Hillman, CEO of Performance Health Systems, owner and manufacturer of Power Plate. "The university has been a leading user of our products across many sports programs and the university's athletic center for students and staff for more than a decade. With this partnership, we are looking forward to working together with them to continue taking their athletic programs to new heights."

Built on decades of research and development in the field of whole body vibration training, Power Plate products offer users the most technologically advanced and effective strength, conditioning and wellness methodology available today. Power Plate products have been proven in commercial settings for sports performance and rehabilitation facilities and, in addition to the Northwestern University, are currently utilized by a vast majority of professional and collegiate sports teams and organizations. Power Plate also offers an at-home solution with its Personal Power Plate, a compact and portable model, weighing less than 40 pounds, yet delivers many of the same benefits of the original larger models, including: improved strength, balance, circulation and flexibility. It is ideal for at-home and on-the-go workouts, can be conveniently stored under a bed or in a closet, and comes with a soft carrying case and remote control.

For the latest updates about Power Plate, follow [@PowerPlateUSA](#) on Twitter, [@PowerPlateUSA](#) on Instagram and [/PowerPlateUSA](#) on Facebook.



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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 that delivers advanced technology solutions through its health and wellness equipment. Power Plate is the global leading vibrating platform that helps you prepare faster, perform better, and recover quicker. It makes you feel better by stimulating natural reflexes, increasing muscle activation, and improving circulation. Power Plate enhances any movement, simple or complex, typically performed on the ground.