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## **POWER PLATE® ANNOUNCES NEW POP-UP LOCATION AT CHICAGO'S 900 NORTH MICHIGAN SHOPS**

*Store Aims to Provide an Immersive Power Plate Experience & Educate Consumers Regarding  
the Expansive Benefits of its Dynamic Exercise Technology*

CHICAGO – November 1, 2017 – [Power Plate](#), the global leader in vibration training products and technology to help you prepare faster, perform better and recover quicker; today announced a new pop-up experience to be located at the newly renovated 900 North Michigan Shops in Chicago. The new experience will officially open today and will run through the holiday season and New Year, closing on January 31, 2018.

Despite the fact that it is used by 29 of 32 professional football teams in America, not to mention an enumerable list of elite athletic organizations and training centers around the world, the Power Plate remains fitness' best-kept secret with a vast majority of consumers.

The new store aims to address this by offering consumers an immersive Power Plate experience, outfitted with a selection of products from Power Plate's full line of vibration training solutions, including the at-home models; the Personal Power Plate, my3, my5 and my7. Consumers will have the opportunity to get a first-hand experience with Power Plate's revolutionary vibration training technology and learn from certified Power Plate trainers about how it can allow them to achieve the widest range of health and fitness goals, in a fraction of the time associated with other exercise methods.

"The incredible technology at the heart of Power Plate training can be difficult to explain, but completely comes to life when given the opportunity to try it first-hand, and that was the motivation behind this pop-up experience," said Lee Hillman, CEO of Performance Health Systems, owner and manufacturer of Power Plate. "This pop-up experience in the heart of one of Chicago's most prominent shopping destinations will make it easier than ever for consumers to get that exposure to the product, learn about vibration training and most importantly, feel the difference that it makes."

"900 delivers a premium shopping experience for Chicagoans and visitors alike that not only meets, but continually exceeds guest's expectations," said Stacy Kolios, Director of Marketing of 900 North Michigan Shops. "Power Plate is a brand born of innovation, and its incredible assortment of products and wide-ranging benefits made it a natural fit. We are very excited about the opening of the Power Plate experience, and its unique ability to attract consumers and compliment our overall offering."



Power Plate products are built on decades of research and development in the field of whole body vibration training to offer users the most technologically advanced and effective strength, conditioning and wellness methodology available today. Power Plate training offers an enormous array of fitness and wellness benefits, including increased strength, muscle tone, range of motion/flexibility and expedited weight loss.

For more information, visit [powerplate.com](http://powerplate.com).

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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.