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VIBRATION EXERCISE OFFERS NEW WAVE IN FITNESS
WAVE Whole-Body Advanced Vibration Exercise Launches New Home Platform

WINDSOR, ON – February 24, 2011 – **WAVE Whole-Body Advanced Vibration Exercise** has announced the launch of their second consumer model, **WAVE Contour**, available now. The unit gives users of all ages and fitness levels an accelerated whole-body workout and benefits including weight loss, increased strength, circulation, muscle tone, positive effects on bone density, and minimal stress on joints.

“Its low impact nature makes WAVE the exercise of choice for those that can’t handle the stresses of conventional training,” says Dr. Jasper Sidhu, DC, Vice President of Clinical Services.

The movement of the device’s vibration platform simulates the body’s natural stretch reflex through involuntary muscle contractions - similar to the knee jerk reaction that occurs when the knee is tapped by a reflex hammer in a doctor’s office. This strong involuntary muscle contraction, combined with a frequency of up to 50 contractions per second, can produce up to 3,000 muscle contractions in one minute. Vibration exercise targets more muscles than conventional exercise – nearly 100 per cent using WAVE versus 40 per cent with conventional exercise.

Designed by a team of health and fitness professionals, WAVE is already being utilized by medical and rehabilitation facilities, professional and Olympic athletes, and celebrities. More than 40 years of clinical research has been conducted on the effectiveness of whole-body vibration. The technology was originally designed to treat bone and lean muscle mass loss in cosmonauts who spent considerable time in a weightless environment, in addition to enhancing power and strength and accelerating recovery in Russian Olympic athletes.

WAVE Contour units are now available for consumer purchase on the company’s website.

About WAVE Whole-Body Advanced Vibration Exercise:

WAVE Whole-Body Advanced Vibration Exercise is a North American company that focuses on the manufacture, education, research and training of vibration exercise technology. For more information about WAVE, visit <http://www.wavexercise.com> or call 866.420.7546.

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