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WAVE WHOLE-BODY ADVANCED VIBRATION EXERCISE
LAUNCHES NEXT GENERATION OF TECHNOLOGY
WAVE Pro Elite features patented Air Wave Technology

TORONTO, ON – October 23, 2008 – WAVE Whole-Body Advanced Vibration Exercise has officially launched the next generation of technology – the WAVE Pro Elite – in an announcement made yesterday.

The device, set to replace the company's previous model, the WAVE Pro, features Air Wave Technology - patented vertical calibration of the vibration platform via inflation of the unit's air cushioning system. This feature ensures comfort and consistent dosimetry in vibration forces, regardless of the weight of the user.

The official patent (#7,438,696), which the company received yesterday, marks WAVE as one of the only vibration exercise manufacturers on the market with patent-approved technology.

The device also features Vertical Controlled Vibration, effectively eliminating the “shake, rattle and roll” of other vibration exercise technologies on the market.

“The WAVE Pro Elite is the vibration exercise device of the future,” says Harmeet Kuner, CEO, WAVE Manufacturing Inc.

“With its sleek design, ergonomic handles, and interactive touch screen, the unit is set to impact the market by providing users with a safe and effective whole-body workout in as little as 15 minutes, three times a week.”

To coincide with the launch of the WAVE Pro Elite, the company has designed a new, interactive website at www.wavexercise.com

The WAVE system, which stands for Whole-body Advanced Vibration Exercise, was developed and designed by a group of doctors, therapists and health professionals. They set out to refine the best technology on the market by eliminating its “shake, rattle and roll.” They also made its smooth air cushion action self-calibrating, adjusting to each person's weight, size and fitness level – from fragile geriatric to performance athlete.

Other features of the WAVE Pro Elite include Amber, an on-board personal trainer which guides users through a variety of protocols in exercise, massage, and flexibility.

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Also included are a large exercise surface area, preset programming, and variable frequency training, designed to continuously challenge and stimulate muscles, preventing complacency.

The introduction of the WAVE Pro Elite comes off of the company's recent partnership with SpineSmith Partners, LP.

Last month, WAVE signed an exclusive national and global distribution agreement with the orthopedic biotech company based in Austin, Texas, granting SpineSmith the exclusive rights to sell WAVE's pre-surgical vibration conditioning technology to the orthopedic and neurological marketplace.

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About WAVE Whole-Body Advanced Vibration Exercise

Headquartered in Toronto, Ontario - with technology manufactured in Windsor, Ontario – WAVE Whole-Body Advanced Vibration Exercise focuses on the manufacture, education, and training of vibration exercise technology. WAVE was created by a physical therapist and a chiropractor to help their patients achieve the therapeutic results of vibration-assisted exercise. The wide areas of benefits that WAVE technology provides is from strength gains in only 15 minutes a day, three times per week, to increased circulation, flexibility, positive benefits on bone density, and minimal stress on the joints. WAVE technology works by pushing the user's body upwards – two to four millimeters – against gravity, resulting in involuntary muscle contractions. These contractions can be repeated at a rapid rate, recruiting more than 90 percent of muscle fibers. At a safe frequency of 20 to 50 muscle contractions a second, the machine can produce up to 3,000 contractions a minute – the equivalent of 3,000 knee bends. Results are achieved in a fraction of the time of conventional exercise. For more information about WAVE, visit www.wavexercise.com or call 866.420.7546.

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