



PRESS RELEASE

Las Vegas, NV -- **DFX SPORTS & FITNESS**, creators of the popular lineup of hand-held fitness gyroscopes – recently announced its new *Signature Edition* called the **Platinum Powerball**.

The **Platinum Powerball** delivers up to 45 pounds of silky-smooth dynamic resistance in the palm of your hands. But what makes this new **DFX** offering so unique and appealing is the impressive light show it produces! The **Platinum Powerball** incorporates six, incredibly intense white neon LED's that put on a dazzling display when activated. The faster the gyro spins, the brighter the LED array. In a matter of seconds, your entire hand is fully engulfed in an envelope of light.



Whether you want to take your game to the next level, need to recover from a hand or arm injury, or simply want to sculpt, shape and tone your body -- the **DFX** Lineup of Gyros are ideal for anybody at any age! The **Platinum Powerball** is so small, it fits anywhere... yet so powerful, people see and feel results in just minutes a day.

The patented **Platinum Powerball** exerciser reaches up to 16,000 RPMs and creates up to 45 pounds of dynamic resistance to increase grip strength, range of motion, and to condition arm, elbow, and shoulder muscles.

“Our customers report feeling the toning and strengthening begin in their forearms, biceps, shoulders, wrists and hands,” said Farren Mataele, president of **DFX SPORTS & FITNESS**. “The **Platinum Powerball** is great for people who participate in sports, have experienced a repetitive stress injury such as Carpal Tunnel — or simply look better in their favorite sleeveless top. Best of all, since the dynamic resistance is controlled by the user, our customers get to progress at their own pace!”

Plus, The **Platinum Powerball** comes with its own PowerDock Docking Station. Simply place any PowerBall into the **PowerDock**, press the red button at the top and the gyro immediately engages. In a matter of seconds, the gyro is spinning up to speed and ready for use. “Most of all,” Mataele adds, “the **Platinum Powerball** is just plain fun to use!”

For more information on the Platinum Powerball, contact us at 800-480-8084 or go to www.mydfx.com.