

For Immediate Release

Friday 16th May 2008

Western Bulldogs increasing competitive advantage through use of revolutionary technology

In a bid to minimise the effects of plane travel and aid recovery after interstate trips, the Western Bulldogs are utilising new technology ahead of this weekend's match against Fremantle at Subiaco.

The entire squad will use the technology during their flights to and from Perth in an attempt to gain an edge against the opposition. The Australian initiative, Bodyflow, uses electrodes to stimulate bodily fluids such as blood and lymph through a mild electrical stimulus and can also be used to treat corked muscles and inflammation from sprains and strains.

Head of Physical Performance Cameron Falloon said the Club had seen the results of the technology for other sports teams and felt it could prove beneficial for their longer distance flights. "We are trying to negate some of the negative effects of travel. If this proves successful then it may be something we look to use again in the future," he said.

Bodyflow is a revolutionary medical technology used by leading physiotherapists and sporting organisations in the recovery of patients and athletes and is used by Bulldogs partner Victoria University in research.

Bodyflow International CEO Joe Di Santo said it was very exciting to have AFL Clubs using the new technology. "It's fantastic that the Western Bulldogs are taking this initiative into their recovery and performance. We are pleased that the Bulldogs are doing all in their power to gain a competitive advantage by using our product."

Conditions that can be treated by Bodyflow include:

- Lymphoedema (chronic fluid retention in limbs)
- Inflammation from sprains and strains
- 'corked' muscles (removing fluid and promoting blood flow)
- **Faster recovery** after sporting competition and training
- Prevention of Deep Vein Thrombosis (DVT) during flight travel
- improved recovery from wound healing and surgery.

Opportunities for imagery of players with the technology are available. A number of the players will be travelling on Saturday on flight QF475 departing at 10.45am in Melbourne and arriving at 12.45pm in Perth.

For more information about Bodyflow Technology, visit www.bodyflow.com.au or contact Miyo Fallshaw, Marketing Manager on 0413 664 450 or miyo.fallshaw@bodyflow.com.au

For more information about the Western Bulldogs, contact Stacey Mair, Manager-Communications 0402 818 735 or stacey.mair@westernbulldogs.com.au
-End of Release-

Bodyflow International PTY LTD

SUITE 12, LEVEL 1 • 134 CAMBRIDGE ST • COLLINGWOOD 3066 • VICTORIA, AUSTRALIA
ph 1300 BODYFLOW (1300 2639 3569) • fax +61 3 9495 6828
ABN 7011 4356 231 • ACN 114 356 231