



For Immediate Release

Contact Laura Kavinsky for media inquiries 408-781-5238

ROCKTAPE Announces Availability of PowerTaping Manual

(October 28, 2009 -- Los Gatos, CA) ROCKTAPE, the leader in kinesiology tape for athletes, has announced the availability of its newest product, the PowerTaping™ manual. The PowerTaping method “tapes movements, not muscles”™.

ROCKTAPE’s PowerTaping manual describes the techniques, applications and benefits of using Rocktape to promote performance. The manual is a collaboration between Greg van den Dries, a certified USA cycling coach and founder of Rocktape, and Dr. Steven Capobianco, a doctor of Chiropractic medicine and instructor at the Palmer College of Chiropractic. Dr. Capobianco is a former Ironman participant and Chiropractor to top professional endurance athletes, including Shelley Olds and Becky Lavelle.

PowerTaping is based on concepts popularized by Thomas W. Myers LMT, NCTMB, ARP in his book “Anatomy Trains”. Building on this obvious yet largely overlooked concept of muscles acting as a chain, PowerTaping’s revolutionary technique uses the “movement pattern” concept.

“I have been amazed at the effectiveness of Rocktape and the PowerTaping protocol. Increasing blood flow to the muscles reduces fatigue, which has improved my overall performance in training and racing. It’s also easy to use and stays on longer than any other type of sports tape,” said Becky Lavelle, Professional Triathlete, Olympic Team Alternate, 2008 Toyota Cup Series Champion and winner of Escape from Alcatraz and Wildflower Triathlons.

PowerTaping is designed for sports practitioners and demonstrates how to apply tape to increase performance and also describes the science behind the application. “We really wanted to open this whole area up for collaboration,” said Dr. Steve Capobianco, Medical Director of Rocktape. “With PowerTaping and our upcoming video series, we will be in a great position to help our customers tap into this new method of taping.”

One of the most compelling and revolutionary concepts covered in PowerTaping is the guide to Sport Specific Chains. “Being able to isolate entire chains of fascia that are sport specific and then tape them to increase performance is incredibly powerful,” said Greg van den Dries, CEO of Rocktape. “Fascia is really amazing stuff and helps explain how a pitcher with an average build can throw faster than an athlete with a well developed upper body, or how an average swimmer can outperform athletes with more muscle.”

PowerTaping covers many topics but focuses on the following areas:

- Introduction to PowerTaping
- Four Pillars of Taping
- Application of PowerTaping
- Four Primary Protocols
- Five Primary Sport Specific Chains

PowerTaping Manual is available for \$40 as a download from the company’s website. A spiral bound, soft-cover manual is also available for \$50.

###

About ROCKTAPE

ROCKTAPE is headquartered in Los Gatos, California. ROCKTAPE can be purchased at leading running and cycling shops, select Sports Basement locations and online at www.rocktape.com. ROCKTAPE comes in a variety of

different styles and colors, and retails for \$20 per roll. Team discounts are available. Contact admin@rocktape.com for more info.

