

Aussie Joins NBA Ranks Alongside 12-Time All Star, Rick Barry, On Sirius

Australian performance-enhancement expert talks with NBA legend Rick Barry about getting some "Sirius" air time.

Los Angeles, CA (PRWEB) November 21, 2006 -- On Friday November 17, Australian athletic performance-enhancement expert, Luke Lowrey, joined Rick Barry, 12-time All Star and one of the NBA's 50 Greatest Players in History, in a guest appearance during Barry's new Sirius Satellite official NBA radio show called "In The Paint".

"It was an honor to discuss my profession and my work with someone as esteemed and acclaimed as Rick Barry", said Lowrey, a native of Melbourne, Australia. "I'm always excited to give the fans and listeners an insight as to what really goes on in the background to develop today's NBA superstars."

Barry invited Lowrey to appear on his show after purchasing Lowrey's 'Double Your Vertical Leap' software system. Impressed with Lowrey's thorough work, holistic approach and experience, Barry was eager to get Lowrey on his show as soon as the NBA and Sirius signed the Hall-of-Famer as their feature presenter for the coming season.

Probed by Barry during the twenty minute spot, Lowrey gave listeners an insight into numerous topics, including; how and why his discovery of the UPN™ technology has changed the way athletes are able to track their results and how this now means athletes can plot and predict their training improvements over time – something so highly-sought by professional and elite sporting teams, Lowrey is now fielding exclusive-rights offers for his discovery and entire Double Your Vertical Leap system that currently exceed \$US10 million.

Not perturbed that his three years of advising top-level professional sportspeople and Olympians could make him a multi-millionaire, at just twenty-five years old, Lowrey is more concerned with serving his clients and getting results.

"It's hard to put that kind of pressure on yourself, to improve even the best. But that's what I'm concentrating on, that's what my system gives to even regular athletes and that's all anyone cares about; results."

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About Luke Lowrey

Luke Lowrey is the creator of the world's first performance enhancement software system – aptly called 'Double Your Vertical Leap' – that is based on his company's UPN™ technology; a unique mathematical algorithm for plotting and predicting an athlete's performance increase over time. It has been hailed "the greatest advance in vertical jumping technology", by President of JumpUSA, John Kim and "the defining point between performance enhancement of yesterday and performance enhancement of tomorrow," by British publisher Peak Performance. Used by 3,500 athletes in 28 countries, Lowrey's Double Your Vertical Leap system – exclusively incorporating UPN™ technology – has become stunningly popular right around the world due to the extraordinary results it reliably produces. For more information, please visit:

<http://www.theverticalproject.com>

For more information about Luke Lowrey, please visit:

<http://www.lukelowrey.com>

About Rick Barry

Hall of Fame forward Rick Barry is the only player ever to lead the NCAA, NBA, and ABA in scoring. His name appears near the top of every all-time offensive list. He scored more than 25,000 points in his professional career and in four different seasons averaged more than 30 points. He was named one of the 50 Greatest Players in NBA history and to 12 All-Star teams, four All-NBA First Teams, and five All-ABA First Teams. Barry was a nearly unstoppable offensive juggernaut, a passionate competitor with an untempered desire to win.

About SIRIUS

SIRIUS, "The Best Radio on Radio," delivers more than 130 channels of the best programming in all of radio. SIRIUS is the original and only home of 100% commercial free music channels in satellite radio, offering 69 music channels. SIRIUS also delivers 65 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS is the Official Satellite Radio Partner of the NFL, NBA and NHL and broadcasts live play-by-play games of the NFL, NBA and NHL. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

NBA Radio on SIRIUS and NBA Season Pass are provided to SIRIUS customers at no additional cost over SIRIUS' basic monthly subscription fee. For more information and a schedule of upcoming NBA games on SIRIUS visit www.sirius.com/nba.

SIRIUS products for the car, truck, home, RV and boat are available in more than 25,000 retail locations, including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club, RadioShack and at shop.sirius.com.

SIRIUS radios are offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Rolls Royce, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz also offers SIRIUS in its rental cars at major locations around the country.

Click on www.sirius.com to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

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