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iPump: The Ultimate Personal Trainer

***PumpOne Introduces iPump FitnessBuilder,
Available Exclusively Through the iTunes App Store
www.PumpOne.com***

New York, NY (March 11, 2009) – The introduction of technology into the fitness world has revolutionized everything from record keeping to motivation. Yet, with each new product on the market, consumers continually seek out the “magic bullet” that will get them into shape faster. *PumpOne*, the portable fitness pioneer, has spent four years developing the answer to the call for the ultimate portable personal trainer in your pocket.

This April, *PumpOne* takes a giant leap forward with the beyond-revolutionary *iPump FitnessBuilder*. By combining the best of both the technology and fitness worlds, this sophisticated workout platform allows users of all fitness levels to reach their goals right on their iPhone or iPod touch – the same devices they are already working out with.

iPump FitnessBuilder, available exclusively through the iTunes App Store for \$19.99 provides access to the world’s largest exercise image/video library in the palm of your hand. It features over 400 complete workouts and a growing collection of over 4,000 exercise images and videos that users can drag and drop to create their own workouts, making it the essential fitness tool.

“*FitnessBuilder* was created to make personal training more accessible to everyone, and to create an all-in-one portable fitness tool utilizing today’s technology.” According to Declan Condrón, *PumpOne*’s exercise physiologist and co-founder, “With *FitnessBuilder*, it is possible to reach your goals and experience elite training techniques simply with the touch of a screen.”

iPump FitnessBuilder: Fitness Anywhere

FitnessBuilder’s 400-plus workouts suit any environment – from the gym to your hotel room or your backyard. Whatever your lifestyle, *FitnessBuilder* is the perfect digital lifestyle companion for the fit-minded individual. It is ideal for fitness dabblers who desire a guided workout with detailed visual and audio directions, and the “next workout” function provides users with a logical progression of workouts, keeping them on a consistent plan. For fitness enthusiasts who desire more control of their workout, *FitnessBuilder*’s library offers the opportunity to build their own workouts, add their own exercises, and track their progress.

“*FitnessBuilder* creates the atmosphere of having a personal trainer in your pocket,” says Craig Schlossberg, co-founder of *PumpOne*. “Its unique selection features allows users to choose exercises based on fitness goal, body part, and equipment available – taking the guesswork out of working out.” According to Craig, “*FitnessBuilder*’s drag and drop workout builder makes the custom workout creation process simple, intuitive and fun. Users will see familiar exercises as well as learn hundreds of new ones.”

WORKOUT – LOG – INSPIRE

- **Workout**
 - *PumpOne* has created *iPump FitnessBuilder* to be a “fitness trainer for life,” with access to an ever-growing list of over 400 workouts that cater to every fitness need – from weight loss to strength training and flexibility. Users can choose workouts for all fitness levels and interests, or create their own unique workouts for the ultimate in personal fitness customization. According to Declan, “*FitnessBuilder* provides workouts that contain logical progression of exercises, and an extremely varied selection. It takes the old excuse of ‘workout boredom’ out of the equation.” *FitnessBuilder* provides the benefits of having your own personal fitness trainer without the expense. The program offers detailed written explanations of exercise movements along with pictures and video clips to ensure proper form and technique during workouts, and allows users to drag and drop exercises to create their own workouts.
- **Log**
 - Taking inspiration from old school workout notebooks, the *iPump FitnessBuilder* makes it easy to track and analyze workouts with a sleek and user-friendly workout log. After each exercise is completed, the user has the opportunity to enter weight, reps and sets to track their progress and challenge themselves with each new session. According to Declan, “keeping a fitness diary is one of the strongest motivational tools available. Users love seeing their progress and numbers improving with each day.”
- **Inspire**
 - The *iPump FitnessBuilder* takes user interaction up a notch by creating a community around each user with the “inspire” tool. After each workout, users have the option to email their workout to friends, trainers, or to ask the fitness experts at *PumpOne* for advice. “Creating a community is one of the most important aspects of fitness achievement,” says Declan, “many people feel they are lacking support when working out with a digital fitness program. *FitnessBuilder* allows for the human interaction element to be capitalized on.” Users that email *PumpOne* fitness experts are able to get live responses and advice, a feature that is unique to *PumpOne* programs.



About Declan Condron, MS, CSCS, USAW

Declan Condron is *PumpOne's* exercise physiologist and has been in the fitness industry for over 10 years. He has worked as a Strength and Conditioning Coach, Physical Education Instructor and Personal Trainer. As an elite personal trainer at an exclusive New York City gym, Declan has held the positions of Personal Training Manager, Fitness Manager and Personal Trainer.

As co-founder and fitness expert for *PumpOne*, the only portable personal training program for color image-ready handheld devices like the iPod, Treo and others, Declan designed all the digital trainer workouts for consumers for varying fitness levels and goals. Declan holds a M.S. and B.S. degree in Exercise Physiology from Southern Connecticut State University and Hofstra University respectively. He completed his internship for his B.S. degree in Cardiac Rehabilitation at a Long Island Hospital. He completed his internship for his M.S. degree in Sports Strength and Conditioning at Yale University. During these times, Declan has worked with everyone from post rehabilitation cardiac patients to professional athletes. Declan is also a Certified Strength and Conditioning Specialist (CSCS) through the National Strength and Conditioning Association (NSCA), as well as a Certified Olympic Weightlifting Coach through the United States Weightlifting Association (USAW).

About Craig Schlossberg

Craig Schlossberg's inspiration for co-founding *PumpOne* in 2005 was to make the concept of affordable personal fitness trainers for the masses a reality by radically changing the way exercise and fitness content is distributed to consumers. Craig seized the immediate opportunity to bring together today's technology with the need for personal fitness training by shifting the paradigm of audio fitness trainers to visual workouts using his digital imaging, editing and interface design expertise.

Craig also co-founded Mosaic Legends, LLC during 2005, bringing the spectacular digital art form of photomosaics to music and sports memorabilia collectors. Mosaic Legends is the exclusive licensee permitted to create and distribute photomosaics, which uses technology under patent by Runaway Technologies. Photomosaics are a collection of hundreds or thousands of digital images brought together to recreate a single, large target image. Mosaic Legends creates the likeness of legendary musical artists, bands, athletes and sports teams as hand-signed limited edition prints available through a limited-distribution collectibles network.

Craig co-founded Image Info, Inc. in 1994 providing a suite of integrated business to business solutions for the retail industry. Image Info revolutionized the fashion world with digital imaging software that automates the creation of sales tools, catalogs and front-end reporting which resulted in setting the standard in that industry for database publishing. Image Info also pioneered digital imaging by digitally shooting, editing, cataloging and distributing hundreds of thousands of images ranging from fashion shows to e-commerce web stores. Image Info received Deloitte & Touche's Fast 50 award in 1998 and was acquired by QRS in 2000.

About *PumpOne*

PumpOne creates portable personal fitness trainers that go where you go. With the world's largest made-for-mobile exercise image and video library, *PumpOne's* workouts cover every training method and work on any portable mp3 player or Smartphone. Employing state-of-the-art technology with the simplicity of drag & drop or just a touch of a screen, *PumpOne's* branded and private-labeled products help users lose weight, gain strength, build endurance, become more flexible and help improve heart health. For more information, please visit www.pumpone.com.

For more information about *PumpOne* or for interview requests, please contact:

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