

FITNESSBUILDER 3 ADDS PRO ACCESS & PRINT FUNCTIONS – AN INDUSTRY FIRST

New York, April 20, 2010 – PumpOne, the leader in mobile personal training solutions announces the immediate availability of FitnessBuilder 3, the groundbreaking iPhone App now with PRO access for fitness professionals and Print Workout that allows users for the first time in the industry to send workout PDF's from an app for online viewing and printouts.

Five years in the making, FitnessBuilder PRO will dramatically change Personal Training and revolutionize how fitness professionals do business by combining the world's largest exercise library with the best workout creation, performance, tracking and sharing tools. FitnessBuilder PRO is an unbeatable mobile tool for gyms, personal trainers, fitness instructors, physical education teachers, sports coaches and corporate fitness trainers to transform their interactions with clients, members, students, athletes and employees. The introduction of PRO instantly and forever changes the entire trainer-client dynamic. These 7 small revolutions add up to the *single* most groundbreaking revolution in the fitness app space to date:

- Instead of using paper files to track clients, FitnessBuilder PRO is specifically designed to make tracking of individuals or groups extremely easy and efficient.
- Instead of churning valuable prep time trying to guess the right reps, sets or weights to use during a session, FitnessBuilder PRO allows trainers to create workouts in advance or on-the-fly in a simple drag & drop experience while viewing all previous workout and exercise history.
- Instead of painstakingly writing out workouts in a notepad, spreadsheet or email for clients to perform on their own, FitnessBuilder PRO allows trainers to share workouts directly to a client's FitnessBuilder app, or email as a perfectly formatted PDF complete with tracking, images and videos.
- Instead of scribbling notes and personal stats and measurements on bits of paper, FitnessBuilder PRO allows trainers to track numerous body measurements and Stats in each client's individual profile.
- Instead of wasting valuable time researching books and online to find exercise and workout content, FitnessBuilder PRO allows trainers to instantly access over 5,600 exercise images & videos, the world's largest library, along with over 650 pre-built workouts in the palm of their hand.
- Instead of slowly building a training business one hour at a time, being limited to only the number of sessions they can schedule in a week or trying create an ancillary training business online, FitnessBuilder PRO allows professionals to train both in person and remotely, without ever spending an extra hour in the gym and add their own logo and name using the built-in private label features.
- Instead of having trainers give away valuable workout information free of charge to members, FitnessBuilder PRO allows gyms and training facilities to provide an affordable solution to the 90+% of members who cannot afford a personal trainer and in turn increase their PT penetration rate by introducing members to the value of personal training through digital training.

FitnessBuilder PRO is accessed within the \$9.99 FitnessBuilder App on the iTunes App Store. PRO is offered at \$19.99 per month or \$199.99 per year using an in-app purchase system for immediate access.

Full details of FitnessBuilder PRO are available at www.pumpone.com. Email trainer@pumpone.com

High resolution press images available at www.pumpone.com/press

PumpOne, LLC was created by Craig Schlossberg, a pioneering software engineer, and Declan Condon, an exercise physiologist, to provide convenient, customizable workout programs called PumpOne Trainers. For more information, visit www.PumpOne.com.