

PumpOne Brings Hundreds of Premium Fitness Classes to iPad with New FitnessClass App

New York, December 21, 2010 – PumpOne, the leader in mobile personal training solutions, announces the immediate availability of the FitnessClass App on the App Store. The revolutionary FitnessClass App is a marketplace for on-demand, streaming fitness video workouts, available exclusively for iPad.

The FitnessClass App represents the future of at-home or on-the-road *personal* training by combining hours of the latest high-intensity workout videos with iPad's large, high-resolution display and portability.

The ever expanding FitnessClass digital library features 230 full-length workouts at launch created by PumpOne and a collection of the world's elite fitness instructors including: Kathy Smith, Cathe Friedrich, Chris Freytag, Ellen Barrett, Ilaria Montagnani, Michael Olajide Jr., Patricia Moreno and Patrick Goudeau. Classes cover a variety of modalities; from bodyweight bootcamp, med ball core, hip-hop dance, yoga and Pilates to kettlebells, dumbbells, Swiss ball and TRX sessions. The 230 classes range from ten minutes to over one hour and cover every fitness goal from weight loss and strength training to abs and sports conditioning. Users can search for workouts based on how much time they have available, by equipment, and more.

Pricing is unique with the FitnessClass App as well. Users can preview workouts for free, and then have the option to purchase an on-going subscription to a series or to purchase individual workouts. Both the workout subscriptions and individual workouts are available through In App Purchase. Workouts, once purchased are accessible at any time with an internet connection.

The FitnessClass App also boasts a revolutionary calorie estimator based on the user's profile, allowing them to monitor their workouts and success over time. Users can share their favorite classes with their friends on Facebook and Twitter and even automatically update their online profiles with classes they have completed.

Finally, the FitnessClass App allows users to access their iTunes library so they can make their own sound track to go along with their workout.

The FitnessClass App is available for Free from the App Store on iPad or at www.itunes.com/apps/fitnessclass.

For more information, visit www.pumpone.com/fitnessclass email: trainer@pumpone.com call 212.982.5050
High resolution images available on www.pumpone.com/press

About PumpOne

PumpOne creates portable fitness trainers that go where you go. With the world's largest made-for-mobile exercise image and video library in their flagship app FitnessBuilder, PumpOne's workouts cover every training method and work on iOS devices. 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.