



Introducing PumpOne Mobile: Cell Phones Just Got Healthy

January 1, 2007 NEW YORK: **PumpOne**, the company that first developed visual personal training programs for the iPod, nano and other image-ready handheld devices, is about to revolutionize the way people use their cell phones. The new service, which is available starting today, is called **PumpOne Mobile**, and offers the first complete visual personal training workout programs for cell phones making it possible to instantly receive expert fitness advice, wherever you are and whenever you want it.

By combining PumpOne's expert workout programs designed by Exercise Physiologist Declan Condrón, with the very best digital photography, interface design and cellular technology, **PumpOne Mobile** provides over 80 complete workouts, not just exercises, that guide users toward their Weight Loss, Strength & Flexibility fitness goals. "The iPod is a great vehicle for anyone to access PumpOne Trainers," says Craig Schlossberg, President of PumpOne, "and now by using PumpOne Mobile's easy cell phone delivery technology, consumers have even more options to instantly access expert fitness advice in the most portable and affordable way."

PumpOne Mobile works: Users can access the PumpOne Mobile site 3 different ways:

- 1- Go to PumpOne.mobi on a web browser-enabled cell phone, or
- 2- Text **PUMP** to **94444**, or
- 3- Enter a mobile number at www.PumpOne.com & get **PumpOne.mobi** 'pushed' to their phone

Once at **PumpOne.mobi**, the user can choose from **Gym workouts** that use gym equipment, or **Traveling workouts** that use their own bodyweight, hotel furniture, water bottles & luggage for those who are traveling or can't make it to the gym.

All workouts are categorized into the fitness goals: Weight Loss, Strength or Flexibility, to help refine the perfect workout search.

PumpOne Mobile is designed for everyone, from beginners to fitness enthusiasts, teens to seniors, with various fitness goals & levels that eliminate all excuses for not working out. PumpOne Mobile offers over 80 workouts including total body conditioning, complete abs & core sculpting, cardio cross-training, swiss ball core, hatha yoga, pilates mat, full body stretching, and hotel room fitness. **Text your Workout-Anytime/Anywhere.**

Press and users can access a free complete workout at the PumpOne.mobi home page!

Three flexible pricing options give users convenient direct-to-cell phone billing:

- \$1.99 - One workout accessible for 24 hours
- \$2.99 - All workouts accessible for 7 days
- \$4.99 - All workouts accessible for 14 days

For more information on PumpOne or PumpOne Mobile, please contact Craig Schlossberg at 212.982.5050, or PR@PumpOne.com. Hi-Resolution images are available for reprint/online use at www.PumpOne.com/pressimages.html

About PumpOne

PumpOne, LLC was created by Craig Schlossberg, a pioneering software engineer, and Declan Condrón, an exercise physiologist, to provide convenient, customizable workout programs called PumpOne Trainers for the iPod, nano, Treo and other image-ready handheld devices as well as cellular phones. PumpOne is like having an elite personal trainer that fits in your pocket and goes where you go. The bright images and simple instructions show you how to perform exercises properly and effectively for better results. For more information, visit www.PumpOne.com.