



PumpOne and *Men's Health* Magazine Workouts To Go

July 16, 2008 NEW YORK: **PumpOne** announces a first of its kind private label partnership with ***Men's Health Magazine*, a division of Rodale, Inc.**

PumpOne, developers of video and image based fitness training programs for the iPod, iPhone and other handheld devices, partners with *Men's Health Magazine*, one of the most trusted sources in health, fitness, and wellness around the world, to launch the immediate availability of **Men's Health Workouts to Go**. Starting today, consumers can go to www.menshealth.com/download and get their favorite *Men's Health* workouts, including the popular magazine Poster Series, as video, audio and image-based downloads on their handheld device. Combining the best fitness advice with visual iPod personal trainers, these Men's Health Workouts to Go are the key to staying motivated and be the way to losing weight, gaining strength and getting into great shape.

"Consumers turn to *Men's Health* for quality fitness advice," says Craig Schlossberg, President of PumpOne. "Now they no longer need to rip pages out of the magazine or bring printouts from the website when they train. They can get the Poster Series and other great *Men's Health* workouts in a completely new and easy-to-use format, powered by PumpOne.com."

Workouts to Go offers free weekly workouts and access to an ever-growing Archive with top programs such as "Break the Muscle Barrier" for \$9.99 to keep consumers on track and reaching their fitness goals.

All the workouts consist of a series of video clips with audio instruction and exercise images showing proper form giving the user an effective way to learn and perform their workouts anytime anywhere. Users simply watch the video clip and then perform the exercises at their own pace. When they become familiar with how to perform an exercise, they can switch to the Image Workout, which comes with every Video Workout and listen to their own music as they perform the exercises. Workouts to Go are compatible with the iPod, iPhone, iPod nano, Zune and any device that supports MPEG-4 video.

PumpOne's private label branding uses their own or a partner's content to convert and create mobile (handheld) friendly workouts complete with online store distribution, delivery and technical support.

Men's Health Workouts To Go are now available for \$9.99 each in the Men's Health Archive is at www.menshealth.com/download and at www.PumpOne.com

For more information on Men's Health Workouts To Go or PumpOne, please contact Craig Schlossberg at 212.982.5050, or craig@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 Condon, an exercise physiologist, to provide convenient, customizable fitness programs called PumpOne Trainers for the iPod, nano, iPhone, Treo and other image and video-ready handheld devices as well as cellular phones. For more information, visit www.PumpOne.com.