



## Get Pumped with Saks Fifth Avenue

### Saks Fifth Avenue Offers PumpOne Workouts With Its Shape Up, Make Up! In-Store Promotion

January 12, 2009, New York: Saks Fifth Avenue and PumpOne are giving beauty a jump-start this New Year. From January 11 through January 18, 2009, Saks is giving the healthy gift of six months of PumpOne iPod fitness trainers with every \$50 purchase in most of their 54 stores.

The Shape Up, Make Up! Bundle contains free personal training for the next six months using PumpOne's best-selling PumpAsanas (Yoga), PumpPilates (Pilates Mat) and Gym Strength (TotallyPumped). These video, audio and image-based workouts can be downloaded from [www.PumpOne.com/saks](http://www.PumpOne.com/saks) and used on a computer or synced to any iPod, iPhone, Blackerry, Treo, Zune or other mp3 player.

Specifically, with any cosmetics or fragrance purchase over \$50, the customer will receive a Stephanie Johnson designed cosmetics bag full of Saks beauty samples including the PumpOne workout downloads.

The PumpAsanas and PumpPilates workouts feature renowned Yoga and Pilates instructor, Kristin McGee, and include challenging Hatha Yoga flows as well as an intense Pilates mat session. TotallyPumped contains all-round strength and toning workouts. Each workout is designed to help the user shed those unwanted pounds, increase muscle tone and improve overall flexibility.

As part of the week-long Shape Up, Make Up! promotion, PumpOne is featured at the Saks Fifth Avenue main entrance in New York City, at 611 Fifth Avenue, between 49<sup>th</sup> and 50<sup>th</sup> Streets. The 11-foot wide window display features a 65-inch monitor showcasing the PumpOne Trainer videos with previews of the workouts along with a dozen silver Swiss Balls bursting out of a perfume bottle. The display conveys the Shape Up, Make Up! message that starting a fitness program will bring out the new you in 2009 and that: "This Winter You Can Still Be HOT!"

Craig Schlossberg, PumpOne's President, said, "Every woman cares about looking and feeling great and the Saks Shape Up, Make Up! Promotion is 2009's perfect start for getting long, lean and toned as well as picking up some great new beauty items and tips."

The Shape Up, Make Up! Free workout bundle is available now at [www.PumpOne.com/Saks](http://www.PumpOne.com/Saks).

With the world's largest exercise image and video library, PumpOne's content was created specifically for mobile devices that do not get in the way of a training session. PumpOne Trainers contain fitness programs from all areas of training, including: Strength, Cardio, Flexibility, Sports, Yoga, Pilates and Physical Therapy.

For more information on PumpOne, please contact us at 212.982.5050, or [trainer@PumpOne.com](mailto:trainer@PumpOne.com). Hi-resolution images are available for reprint/online use at [www.PumpOne.com/press.html](http://www.PumpOne.com/press.html).