



The iPump 20 20 iTunes Apps to Keep Your Fitness Resolution

January 6, 2009, Macworld, San Francisco, CA: Just in time for everyone's favorite New Year's resolution, **PumpOne** announces the availability of its 20th fitness App, iPump Abs & Core.

The release of iPump Abs & Core completes the first series of interactive iPump portable workouts created by PumpOne's exercise physiologist, Declan Condrón, which is available on the iTunes App Store. Abs & Core is specifically designed to increase core strength and reduce body fat with 11 challenging workouts featuring video, audio and image instructions.

As with all iPump Trainers, Abs & Core contains three separate components: WORKOUT, LOG and INSPIRE. WORKOUT guides users through complete sessions focused on a given fitness goal or body part. LOG automatically tracks sets, reps and weight allowing the user to keep detailed notes of each session in order to track progress. Unique to iPump, INSPIRE lets the user send inspirational messages to friends and family as well as progress logs to medical professionals.

With access to over 100 workouts and 1,000 exercises, the iPump 20 caters to everyone from beginners to fitness enthusiasts looking for various ways to enhance their training regimens. To date, the most popular Apps include: iPump Total Body, Fat Burn, Pilates, Dumbbells and Yoga. The series also includes iPump Stretch, Foam Roller, Swiss Ball, Med Ball, Kettlebells, Power, Lean, Core Sports, Low Back Relief, Snow Sports, Split Routines, Office Stretch and Travel.

In addition, PumpOne is pleased to offer one of the most popular free Apps on iTunes, iPump Free Workout! The Free Workout! App offers two complete complimentary sessions including a brand new "Resolution" workout designed to jump-start a healthy 2009.

Craig Schlossberg, PumpOne's President, said, "iPump Trainers have transformed the way people are using an iPhone or iPod touch to workout." He added, "Customers are raving about the unique and challenging workouts that combine exercise videos, images and audio coaching. Feedback has also shown they find the LOG and INSPIRE components helpful because they lead to improvement."

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. The iPump 20 contains fitness programs from all areas of training, including: Strength, Cardio, Flexibility, Sports, Yoga, Pilates and Physical Therapy. These interactive, state-of-the-art fitness programs are exclusively distributed through the desktop iTunes application or directly from the App Store on a user's iPhone or iPod touch.

The iPump 20 prices range from free to \$2.99, and are available right now on the iTunes App Store or by going to www.PumpOne.com/ipump.

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