



The PumpOne Fitness Network

1,500 custom iPod workouts in time for Summer 2007

NEW YORK March 8, 2007: **PumpOne**, the creator of the first visual portable personal trainers for the iPod and nano announces the launch of the PumpOne fitness network. Health-minded consumers now have even more options to help them get in the best shape of their lives by directly connecting with over 200 Certified Fitness Professionals at PumpOne.com. Anyone seeking affordable and portable expert fitness guidance can now get customized workout programs, designed by a PumpOne fitness professional. PumpOne Trainers allow users to listen to their own music while they view stunning exercise images and clear concise tips of what exercises to perform on their iPod, nano, Treo, Blackberry, RAZR, etc., including Apple's soon-to-be available iPhone.

An image is worth a thousand MP3's

Unlike audio-based digital trainers on the market that are computer generated and nearly impossible to follow along, each visual PumpOne workout is human-made by fitness professionals and is designed to provide the most user-friendly workout experience available. The fitness network features the ability for consumers to request a customized workout program for their specific needs & goals without having to 'join', 'sign-up' or commit their credit card.

With over 1,500 workouts ready for download today, PumpOne offers the largest array of professional user generated workout content at its www.PumpOne.com/search online marketplace. Consumers can now easily match their specific fitness goals, such as swimsuit weight loss or sports strength with a personalized program from their preferred PumpOne fitness professional. Even a common search, such as "6 pack abs," results in over 220 different programs for men & women in all levels of proficiency.

Now users can receive PumpOne's portable visual fitness guidance on today's most common handheld devices such as the iPod & nano as well as their web-enabled mobile phones. Users have access to expert workout programs at www.PumpOne.com or at <http://PumpOne.mobi> on their cell phone browser, or by texting the word **PUMP** to **94444**.

By fusing together PumpOne's professional user generated workouts with the iPod, nano and mobile phones, users have instant access to custom designed, personalized fitness programs to get in the best shape of their lives - all while listening to their own music.

PumpOne mobile screenshots & preview are available at www.PumpOne.com/mobile

Free PumpOne Sample Workout Program available at www.PumpOne.com/try

For more information on PumpOne & youPump, 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 & youPump

PumpOne, LLC was created by Craig Schlossberg, a pioneering software engineer, and Declan Condon, an exercise physiologist, to provide convenient, customizable workout programs called PumpOne Trainers for the iPod, nanos as well as cellular phones. The bright images and simple instructions show you how to perform exercises properly and effectively for better results. www.PumpOne.com.