



Introducing Pump10 on iPhone Express iPhone Workouts

January 14, 2008 NEW YORK: PumpOne, the company that first developed visual personal training programs for iPods and cell phones has launched Pump10, a new exercise video site specifically designed for Apple's iPhone or iPod touch. Pump10 offers weekly 10-minute video workouts, fitness tips and personal training advice that guide users to a healthier and fitter lifestyle.

Pump10 is accessible on any iPhone or iPod touch Safari web browser at Pump10.com. This free service is completely unique in its presentation of expert exercise videos. Instead of busy backgrounds, poorly lit gyms and hard to understand guidance, PumpOne provides the clearest, best quality and most concise exercise videos on the web -and now on iPhone.

"We designed Pump10 workouts to help iPhone users get in shape, 10 minutes at a time," says PumpOne exercise physiologist Declan Condrón. "The iPhone's fantastic portability and access to rich internet content anywhere and anytime means there are no excuses for not getting into better shape in the new year."

PumpOne offers complete iPod workouts at PumpOne.com, not just individual exercises. With over 2,000 workouts that focus on Weight Loss, Strength and Flexibility, there's a workout for everyone. Pump10 extends this access to expert fitness content by offering iPhone users the most convenient portable personal trainer ever.

By taking advantage of specific iPhone web application elements, Pump10 makes great use of this new mobile platform. The videos, menus, email and other features of the site are in full compliance with Apple's iPhone development standards.

**For more information, 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 iPod 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.