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## **PumpOne** **Fitness that Syncs With Your Life**

**PumpOne**, the first revolution in personal training since the dumbbell, surges onto the market, integrating elite personal training expertise into our lives through the hottest gadget available today; the **iPod**. Also compatible with the Treo, Tungston, Zire, iPod nano, iPAQ and other image-ready handheld devices, PumpOne provides consumers of varying fitness levels and needs with step-by-step workout instructions and color images to ensure proper form and execution. It's like having a personal trainer in the palm of your hand.

The brainchild of Craig Schlossberg, a pioneering software engineer, and Declan Condon, an exclusive New York personal trainer, PumpOne is a collection of more than 40 workouts (i.e. total body, abs and core, yoga, Pilates, etc.) in JPEG formatted images that can be downloaded to a photo-ready handheld device and played while you listen to music, unlike similar programs that only talk you through the workout. Once a Trainer has been downloaded to your handheld device, taking up approximately the same space as three songs, you have the freedom to take PumpOne Trainers with you everywhere you go – to the gym, park, your home or your next trip – taking away the guess work at the gym and offering fitness on your terms, fitness that fits your lifestyle.

“We developed PumpOne to simplify working out, while delivering visible results and giving purpose to exercising,” says Condon. “In my line of work as a personal trainer, I see people wandering aimlessly around gyms, wasting time and getting frustrated. PumpOne takes away the confusion and provides the consumer with a user-friendly program that will keep you motivated on their quest to achieving their health goals.

For beginners, PumpOne provides more versatility than they would find in a book or magazine, and mixes up the stale exercise routines of the more advanced fitness enthusiasts, challenging people of all exercise levels and allowing them to maximize their fitness goals, whether they are looking to lose weight, increase muscle mass or improve endurance.

**PumpOne Individual Trainers range from \$19-29.00, each.**

**For more information on PumpOne, or to view the program(s), please contact Lance Buckley at 212.243.1431, ext. 301, or [lance@piercemattie.com](mailto:lance@piercemattie.com).**

### **About PumpOne**

Headquartered in New York, PumpOne, LLC was created by Craig Schlossberg and Declan Condon to provide convenient, customizable workout programs called PumpOne Trainers to image-ready handheld devices. PumpOne is like having an elite personal trainer that fits in your pocket and goes where you go. From TotallyPumped to Pumped(6)Pack, each PumpOne Trainer is a collection of detailed images that make up a progressive 4-6 week exercise program. The bright images and simple instructions show you how to do exercises properly and effectively for better results. For more information, visit [www.PumpOne.com](http://www.PumpOne.com).