



## PumpOne Announces Video Trainers

October 24, 2007 NEW YORK: **PumpOne**, developers of the first visual portable personal training programs for the iPod, nano, iPhone and other handheld devices, announces the launch of PumpOne Video. This new trainer series uniquely incorporates exercise video, images & audio coaching to create the first all-in-one portable personal trainer for the on-the-go fitness consumer.

PumpOne Video Trainers are designed specifically for the mobile fitness user. From the iPod & iPhone to the Blackberry & Treo, PumpOne Video takes advantage of these small screens by providing made-for-mobile content with clear and engaging visuals. Fitness consumers of all levels will greatly benefit from the multimedia experience of the product's ability to ingeniously combine still images & video. Users can simply watch the video clip and then perform the exercise at their own pace. Designed by PumpOne's exercise physiologist, these complete workouts provide a progressive challenge that helps the user achieve their fitness goals.

“For today's busy person looking to lose weight, gain strength & get in great shape, these video workouts are essential,” says Craig Schlossberg, President of PumpOne. “PumpOne Video mixes individual needs in the most user-friendly format –all accessible on an iPod, nano or iPhone. You can take your complete workout program with you wherever you go.”

Each PumpOne Video Trainer consists of a series of exercises images, audio tips and video clips demonstrating proper form. Once viewed, the user can then perform the exercise. PumpOne Video Trainers are compatible with the iPod, iPhone, nano (3G), Zune and any device that supports MPEG-4 video.

The TotallyPumped (total body workouts) video series is available now at [www.PumpOne.com](http://www.PumpOne.com). Pumped(6)Pack (abs & core), SwissPump (swiss ball training), Pumped2Go (hotel room workouts) as well as many others will be released by the end of November.

Retail Price: \$19 for 12 workouts (includes both video & image-based trainers)

**For more information on PumpOne or PumpOne Video Trainers, please contact Craig Schlossberg at 212.982.5050, or [PR@PumpOne.com](mailto:PR@PumpOne.com). Hi-Resolution images are available for reprint/online use at [www.PumpOne.com/pressimages.html](http://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 the iPod, nano, iPhone, Treo and other image-ready handheld devices as well as cellular phones. For more information, visit [www.PumpOne.com](http://www.PumpOne.com).