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## **PumpedForLife Digital Trainer for iPod Launches at Retailers Nationwide**

**PumpOne**, the company that revolutionized the fitness world by integrating elite personal training expertise with the portable convenience of an **iPod** and other image-ready handhelds, unveils the latest version of their popular **PumpedForLife – total body conditioning** digital trainer. Boasting stunning imagery and fitness goal guidance, the programs – also available at the [www.PumpOne.com](http://www.PumpOne.com) online store – are now available for the first time in both retail and online computer stores, including Apple Retail, nationwide.

### **About PumpedForLife (Level 1)**

Most adults today place a premium on personal health and fitness, but time consuming appointments and high-priced personal trainers are luxuries many cannot afford to bear or organize into their busy lives. **PumpedForLife – total body conditioning** continues the **PumpOne** philosophy by using simple, visual step-by-step personal training instructions from a world-class personal trainer to provide the user with an intense total body workout that fits their schedule. Now available in retail boxes, PumpOne brings the popular training program to consumers who do not purchase from online stores.

### **An Image is Worth a Thousand mp3s**

Unlike audio trainers that can be hard to follow, do not let you go at your own pace and do not let you control or listen to your own music playlists, **PumpedForLife** eliminates any and all confusion with bright images that include the name of the exercise, along with proper start and end positions. Each exercise image is also accompanied by a tip image that illustrates proper form and technique throughout giving step-by-step instructions. Now the 95 percent of gym-goers who do not use a personal trainer will never again feel lost at the gym.

Each **PumpedForLife** digital trainer comes packaged in a handsome, light-weight retail box. It includes a 6-day a week workout program, designed to be performed over a four to eight week period to help build strength, lose weight, gain endurance, increase flexibility and improve heart health. Each week consists of 3 days of Strength Training, 1 day each of Cardio Intervals & Cardio Cross Training and 1 day of Hatha Yoga. This all-encompassing workout schedule provides a total body conditioning program designed to help users achieve all of their desired fitness goals.

The **PumpedForLife** installer CD makes syncing to your iPod simple, even for those who aren't computer-savvy. Each CD includes Windows & Mac OS installers for men

and women. Once they are installed on a computer, they can easily be transferred to virtually any image-ready portable handheld including the iPod, nano and Treo.

Once synchronized to a handheld, users have the convenience of these professional workouts in the palm of their hands, all while having the added motivation of listening to their favorite music. PumpOne knows that music is the primary motivator for working out, evidenced by the number of iPods seen in today's gyms. Their philosophy is simple: enhance the user's music experience, don't interfere with it. Without question, **PumpedForLife** is the must-have visual training program for anyone looking to get in the best shape of their life.

**PumpedForLife – Total Body Conditioning: Suggested Retail Price: \$39.95**

**About PumpOne.**

Headquartered in New York, PumpOne, LLC, was created by Craig Schlossberg, a pioneering software engineer, and Declan Condron, an exclusive New York personal trainer, 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 progressive exercise programs. 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](http://www.PumpOne.com).