



PumpedForSummer 2008 30 Days to a Hotter Swimsuit Body

March 24, 2008 NEW YORK: **PumpOne**, the developers of the first visual portable personal training programs for the iPod, nano, iPhone and other handheld devices, announces the launch of PumpedForSummer 2008. This new trainer provides both video and audio coaching to quickly get a person into swimsuit body shape so they can look their best when showing the most.

“The countdown to summer has begun. It’s the season we all want to look our best,” says Craig Schlossberg, President of PumpOne. “PumpedForSummer 2008 will really jumpstart the user’s summer program and get them well on their way to fitting into that bathing suit.”

Designed by PumpOne’s exercise physiologist, the PumpedForSummer 2008 Video Trainer is specifically designed for the mobile fitness user. Whether on an iPod, iPhone, Blackberry or Treo, this portable personal trainer provides the clearest, most concise visuals possible. Fitness consumers of all levels will greatly benefit from the multimedia experience of this product’s ingenious ability to seamlessly combine video and still images. Users simply watch the video clip and then perform the exercise at their own pace.

Each PumpOne Video Trainer consists of a series of video clips, still images and audio tips demonstrating proper exercise form. PumpOne Video Trainers are compatible with the iPod, iPhone, nano (3G), Zune and all devices that support MPEG-4 video.

PumpedForSummer 2008 is now available at www.PumpOne.com for \$19.

For more information on PumpOne or PumpOne Video Trainers, please contact Craig Schlossberg at 212.982.5050, or craig@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 Condon, an exercise physiologist, to provide convenient, customizable workout programs called PumpOne Trainers for the iPod, nano, iPhone, Treo and other image and video-ready handheld devices as well as cellular phones. For more information, visit www.PumpOne.com.