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SwissPump On-the-Ball Digital Fitness

PumpOne, the leader in the digital fitness world, announces the release of their latest digital trainer: **SwissPump**. Employing the practicality of the Swiss ball with cutting-edge technology, PumpOne brings a new dynamic to the total body workout by combining color images with expert instructions and placing them in the palm of the user's hand via today's most popular image-ready handheld devices such as the iPod, nano and Treo. **SwissPump** boosts any user's fitness program by focusing this digital trainer on home or gym use.

SwissPump implements the extreme versatility of the Swiss ball and a set of dumbbells by pairing it with beautiful imagery and easy to understand, step-by-step instructions. This vibrant combination will challenge the user's core and all around strength while helping to reduce excess body weight to reveal toned, lean muscles. Whether at home or in the gym, **SwissPump** will turn any room into a full-body training studio by way of one of the most resourceful fitness tools on the market today. Furthermore, it gives the quality guidance of an elite personal trainer in a portable and adaptable format such as on the iPod, making it the perfect workout companion for beginners as well as advanced athletes – all while the user can listen to their own music playlists.

SwissPump is available in five progressively challenging levels for both men and women. Each level contains three distinct workouts with 10-12 different exercises that will challenge everyone from beginners to the most seasoned athletes, keeping them motivated for four to six weeks at a time.

In addition to **SwissPump**, PumpOne offers many other digital trainers, including **PulsePump**, a cardio intervals program to help increase endurance and burn fat, and **TotallyPumped**, an all-around total body strength training program to help build strength and lose weight.

Levels 1, 2, 3, 4 and 5 Retail Price: \$19 each (4-6 week program per level)
Levels 1-5 Value Package: \$79

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