

Media Contact:
Lance Buckley
Pierce Mattie Public Relations, Inc.
212.243.1431
Direct: 212.789.1063
lance@piercemattie.com

youPump: The Future of Personal Fitness

PumpOne, the company who first introduced image-based personal training programs for the iPod, Treo and other handheld devices, announces the launch and immediate availability of youPump membership at www.youPump.com. This cutting-edge new program allows gyms and fitness professionals such as physical therapists, athletic advisors, and personal trainers, to greatly increase their revenue potential by providing digital workout programs to past, current and future clients.

“A fitness professional’s earnings are limited to the number of hours in a day they can devote to training, and often clients are restricted to the number of training sessions they can afford,” says Declan Condron, certified trainer and co-creator of PumpOne. “**youPump** is a revolutionary training innovation for fitness professionals. This state-of-the-art tool will allow trainers to keep existing clients on track between sessions or during vacations, stretch out training packages for budget-conscious clients, and add new clients that they may not have time to train on a regular basis. By implementing PumpOne’s pioneering **youPump FitnessBuilder™**, trainers, in addition to physical therapists and gym owners, can use “drag and drop” technology to create complete workouts consisting of color exercise images and put them in the palms of their client’s hands (i.e. iPod, Treo, etc.) ensuring proper form and technique.”

About youPump FitnessBuilder

The **youPump FitnessBuilder** is an exclusive program that provides access to PumpOne's extensive library of exercise images. With thousands of images in strength training, cardio, yoga, Pilates and flexibility, it has everything fitness professionals need to move their training methodologies into the 21st century by combining their expertise with everyday technology. **youPump** allows them to create individualized portable, color image workouts for their clients to use anywhere, anytime. It’s a huge step forward from simply writing exercises on a sheet of paper.

Workouts are viewed on popular handhelds such as the iPod, nano and Treo, that gym goers have already incorporated as part of their daily exercise routines, making it easy to stay on track wherever they are. Bright, clear images, along with step-by-step instructions, show users how to perform exercises properly and effectively. All while letting them listen to their own music playlists.

For fitness professionals, **youPump** allows them to greatly increase their revenue potential and help current and future clients meet their fitness goals with this cutting-edge drag and drop program.

Benefits of Joining youPump:

Personalized Online Store

- Fitness professionals, gyms, physical therapists, and athletic advisors get their own personalized online store featuring their picture, bio, education and certifications highlighting their expertise and experience. It also contains a list of their programs ready for purchase.

youPump FitnessBuilder

- With the **youPump FitnessBuilder**, fitness professionals will experience an amazing new way to build their own digital trainers in minutes. Using PumpOne's extensive library of exercise images, they simply drag and drop exercise images into a workout grid. They can then include tips, re-arrange, insert, delete or start over. The final step is to name the product & workouts, add the price and instructions, and submit to PumpOne for configuration.

youPump Publisher

- PumpOne will configure the programs with cross-platform installers (Mac & Windows), documentation and a QuickStart guide. These are packaged with the trainer's notes and instructions, and then uploaded to their own online store ready for their clients to purchase and use them. The trainer and PumpOne share the revenue.

Find a Trainer

- **youPump.com** will contain an extensive search feature where customers can easily find a trainer in their area with specific expertise and experience. PumpOne will also offer advertising and banner space for trainers to promote themselves.

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.

About PumpOne

Headquartered in New York, PumpOne, LLC was created by Craig Schlossberg, a pioneering software engineer, and Declan Condon, 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 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.