



## **iPump Total Body: Workout, Log & Inspire** The New iPhone and iPod touch App

September 24, 2008 NEW YORK: **PumpOne** introduces iPump Total Body™, the first in a series of workout applications for iPhone and iPod touch available through Apple's iTunes App Store. This ultimate on-the-go video, image and audio personal trainer contains three components, WORKOUT, LOG and INSPIRE, that not only coaches users through complete workouts, but also allows them to keep track of sessions and instantly send progress logs to friends, family or medical professionals.

“Everybody would love the luxury of their own live personal trainer, but not everyone can afford it,” says Craig Schlossberg, President of PumpOne. “iPump is the next best thing. The clear exercise videos, crisp fitness images and quick intuitive interface show a user exactly what exercises to perform, in what order and with the proper intensity. Plus, you can enjoy your music while training with the application.”

iPump Total Body is made up of three levels; Foundation, Intermediate and Comprehensive, each with three gym workouts, totaling nine. The exercises in each workout target all major muscle groups and include workout-specific intensity charts showing reps, sets and rest intervals. This easy to use program removes the mystery from performing effective workouts while helping users gain strength, lose weight and increase endurance.

With the world's largest exercise image and video library, PumpOne's content was created specifically for mobile devices that do not get in the way of a training session. The iPump series will contain fitness programs from all areas of training; Strength, Cardio, Flexibility, Sports, Yoga, Pilates and Physical Therapy. Available soon are iPump Abs & Core, Golf, Pulse, Pilates and Office Stretch. These interactive state-of-the-art fitness programs are exclusively distributed through the desktop iTunes application or directly from the App Store on a user's iPhone or iPod touch.

iPump Total Body is now available for the introductory price of \$2.99 from the iTunes App store or by going to **[www.PumpOne.com/ipump/totalbody](http://www.PumpOne.com/ipump/totalbody)**.

**For more information on PumpOne, please contact us at 212.982.5050, or [trainer@PumpOne.com](mailto:trainer@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 Condon, an exercise physiologist, to provide convenient, customizable workout programs called PumpOne Trainers for the iPod and other image and video-ready handheld devices as well as cellular phones. For more information, visit [www.PumpOne.com](http://www.PumpOne.com).