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**The Music You Want for the Run You Want:  
More fitness and more fun on every run is (finally) just that simple.**

Whether you are training to finish the grueling Western States 100 Mile endurance run, training for your first marathon, or just getting off the couch for a spin around the park, Upbeat Workouts is here to help.

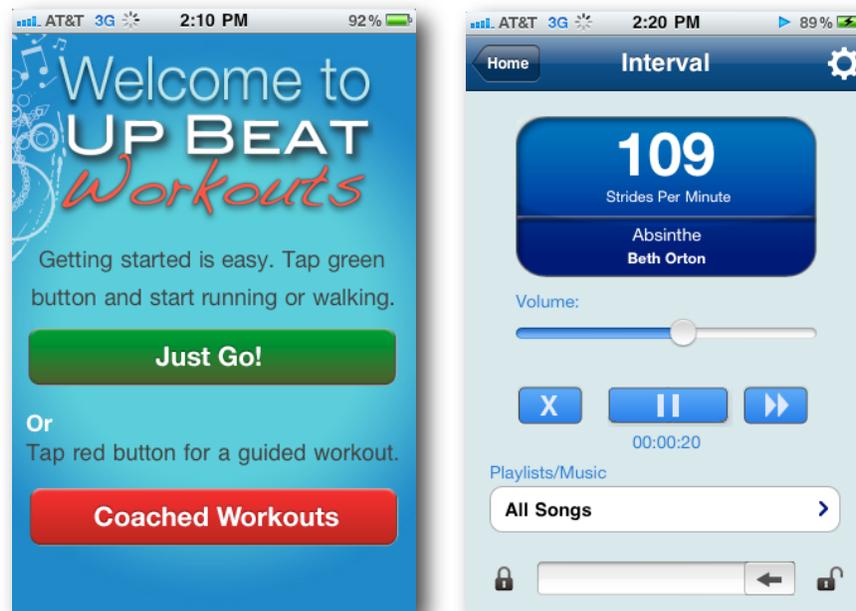
Imagine running to a selection of your favorite music that is automatically matched to the pace you are running, or that can be set to the training pace you wish to run. Upbeat Workouts makes this a reality, and more. Because you can also bring a world class trainer along on your run with you. With Upbeat Workouts, you have freedom of choice.

You choose your songs. Then you choose your settings: if you want to simply enjoy a perfect run with music to match, songs from your playlist will automatically be selected to match your current running pace. If you want your songs to help lead you to a faster pace, simply choose your desired pace and Upbeat Workouts will play your songs matching the workout you want. And if you want to bring a coach along, Upbeat Workouts has several preset workouts available with the guidance of a world class coach like running and triathlon legend Sally Edwards, founder of Upbeat Workouts.

A former Western States 100 mile run champion and record holder, competitor at the Hawaii Ironman Triathlon, and best-selling author, Sally has enjoyed working out to music since her days training for the Olympic Marathon Trials with a hulking yellow Sony Walkman strapped to her side. When her friend, Bob Crowley, who was training to complete the Western States 100 mile run, described his continual frustration with having to flip through his music to find songs that were not out of sync with his pace, Sally understood. He asked Sally to create an iPhone/iPod touch less app to automatically match music to pace, and with its September 1, 2010 launch, Upbeat Workouts is the solution to Bob's frustration.

“For the first time, running in synch is effortless,” says Sally, who credits the success of Upbeat Workouts to “the encouragement of my friend, Bob Crowley, the genius of the development group at Inspiring Apps, and the Upbeat Workout server with access to 5 million songs and which auto matches your SPMs (strides per minute) with your music's BPMs (beats per minute).”

Now everyone can, like Bob and Sally, “get motivated and have more fun” as the Upbeat Workouts App matches your stride tempo with your taste and tempo of music. Perfect. Simple. Finally.



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### About Upbeat Workouts Apps

The company, Upbeat Workouts Apps, was founded in August 2010 by ultra-marathoner and triathlete legend, Sally Edwards as part of her mission to get America fit. All net proceeds from the sale of her workouts are donated to the Positive Coaching Alliance. Sally is the founder of FLEET FEET SPORTS and is the past winner of the Western States 100 Miler and the master's division of the Ironman Triathlon.

### Press Contacts

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