

Upbeat Workout Apps Announces

For Immediate Release

Sacramento, California - November, 2010 - Upbeat Workout Apps has launched Upbeat Workouts for Runners, a next generation app that makes your music keep up-or slow down-with you. By matching a song's beats per minute with the runner's steps per minute, Upbeat Workouts for Runners fuses technology and fitness to create a dynamic training experience, improve your performance, and maximize your workout. The app also includes three coached workouts from world class running coaches, providing the option of personal training sessions on demand. Available for the iPhone and iPod touch, the new Upbeat Workouts for Runners app is available on the iTunes App Store for \$2.99.

What's Different, Unique?

Upbeat Workouts for Runners uses the accelerometer in the iPhone or iPod touch to measure the rate at which each foot comes in contact with the ground, while beats-per-minute data for each song in the user's music library is automatically loaded into the app through his or her G3 or wifi connection. The song titles are then matched to a proprietary database where beats-per-minute data is maintained for nearly 10 million songs. Within a runner's first few strides, Upbeat Workouts for Runners calculates the current steps-per-minute rate and plays songs with corresponding tempos. When the running tempo increases, a faster song plays; when the tempo slows, the music automatically transitions to a slower song.

Taking personal motivation even further, Upbeat Workouts for Runners also includes guided workouts by world class running coaches. These "Coached Workouts" incorporate voice instruction and music from the user's playlist to create a personalized training session. The music corresponds directly to the coach's prompts. If the coach instructs an increase in pace at a specific effort level, the music tempo will then increase to a song with a beats-per-minute equal to that level. Sensitivity settings in the app can be set automatically or manually, allowing each coached workout to be customized to the user's pace.

Science backs the many advantages of fusing fitness and technology. According to Costas Karageorghis and David-Lee Priest of Brunel University ("Music in Sport and Exercise: an Update on Research and Application," The Sport Journal, 2008) music affects an athlete's performance in five primary ways: dissociation, arousal regulation, synchronization, acquisition of motor skills, and attainment of flow. Karageorghis and

Priest found that music synchronized to workout tempo increased endurance by 15 percent.

Why Upbeat Workouts for Runners?

The idea for Upbeat Workouts came to running and Ironman triathlon legend Sally Edwards, founder and CEO of Upbeat Workouts Apps, when her training partner Bob Crowley was training for ultra-marathons. He described the problem of having to flip through his music library to find songs that matched his desired pace. Sally experienced and understood his problem.

Sally started running to music with her trusty yellow Sony Walkman in 1984 when she was training for the Olympic Marathon Trials. Since then, she has been using different music-playing devices while training for her many athletic accomplishments, which include winning the Western States 100-Mile Run, finishing 16 Ironman triathlons, and being named the national spokeswoman for the Trek Women Triathlon Series.

"Upbeat has completely changed my training runs from just noise in my ear to music that motivates me," says Ellen Hall, a runner from Boulder, Colorado. As Ellen explains, now everyone with an iPhone or an iPod touch can "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."

An app that helps you make the most of your workout by making your music library work for you? Now that's an idea you can run with.