

# **Polar Partners with Podfitness.com to Combine MP3 Play Lists and Heart Rate Training**

*Offering Equips Consumers with Customized Workouts Synced to MP3 Music Selections for Fun and Effective Exercise*

## **FOR IMMEDIATE RELEASE**

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**Lake Success, N.Y. (October 8, 2007)** – Polar, the leader in heart rate monitoring and fitness assessment technology, and Podfitness.com, the world's first and only service delivering elite celebrity training programs to MP3 players, today announced an innovative partnership allowing consumers to mix their own music with customized heart rate training workouts.

The partnership integrates Polar's targeted heart rate training programs, which are played in sync with personal play lists, enabling users to create convenient and personalized workouts downloaded to their MP3 players.

"Polar and Podfitness.com's partnership allows people to bring their trainers anywhere they would bring their music players – whether working out in a gym, a park or a walking path," said Jeff Padovan, president of Polar. "By honing in on their targeted heart rate zones in this unique way, people can exercise more efficiently and better achieve their training goals."

Starting this fall, customers who purchase select Polar heart rate monitors will receive up to 60 days of complimentary personal training from Podfitness.com (a \$40 value). After downloading a workout and syncing to any of their selected play lists, Podfitness.com's elite trainers provide clear instructions which take users through training at various intensity levels based on heart rate and health goals – all played over the user's own

music. This original combination results in tailored exercise soundtracks based on each person's taste.

"Podfitness.com sends personal training advice straight to your MP3 player, and Polar's heart rate monitors guide people to exercise at the intensity range that's right for them," says Teri Sundh, co-founder and CEO, Podfitness.com. "Combining your personal play list and Podfitness.com's training sessions allows you to set the perfect tempo for every workout."

According to new research published in the *IDEA Fitness Journal* (September 2007), music can actually make exercise more effective and enjoyable by acting as an incentive. More specifically, self-selected music serves as a motivator, increases efficiency and raises psychological stimulation during exercise.

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#### **About Polar**

Headquartered in Lake Success, NY, Polar is a wholly-owned subsidiary of Finland-based Polar Electro OY, which invented the first wireless heart rate monitor (HRM) in 1977. The company is dedicated to improving people's health and well-being by providing leading technology and program solutions that deliver valuable feedback to help users gain a better understanding of their bodies and their overall fitness level. Today Polar heart rate monitors are the number one choice among consumers worldwide, helping athletes and exercisers "listen" to their bodies and manage physical activity properly. Polar is also the worldwide leader in fitness assessment technology. Polar suites of fitness technology are used by fitness facilities, athletic teams, medical facilities, and thousands of physical education programs around the country. For more information on Polar products and programs, visit [www.polarusa.com](http://www.polarusa.com).

#### **About Podfitness.com**

Podfitness.com is based in Sandy, Utah and has developed a breakthrough fitness and weight loss tool that combines customized, inspiring workouts from the world's elite trainers with a person's music to deliver a personalized fitness or weight loss solution to any mp3 player. Podfitness.com brings together everything people need to lose weight, including a workout plan designed for them; motivation and encouragement from an elite

personal trainer; and the power of their own music. For more information about Podfitness.com, visit [www.podfitness.com](http://www.podfitness.com) or call (801) 990-1992.