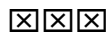




NEWS FROM FITBEATS



Voice and Music combined to a single MP3 to make training easy and fun.



FitBeats™ is a downloadable fitness session for runners, cyclists, triathletes and fitness enthusiasts in general. FitBeats™ can be played on any MP3 player. Visit www.fitbeats.com for more information.

The Fitness MP3 Leader™

1705 SOUTH CLARKSON #417 · DENVER, CO 80210 USA PHONE 303.777.7562
WWW.FITBEATS.COM



Contact:
Chris Thonis
303.818.2170
Chris.thonis@fitbeats.com
www.fitbeats.com

FOR IMMEDIATE RELEASE

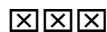
**Learn about FitBeats – The Fitness MP3 Leader,
Through Web Video**

Denver, Colorado | February 23, 2007

FitBeats™, The Fitness MP3 Leader, has opened up their advertising strategy to the web to generate better publicity about their product. Their infomercial, which can be found on over ten different web video sites such as YouTube, Myspace, and Yahoo Video, is 30 seconds long and is directed towards fitness buffs of all ages.

"Our product is up and coming," says Gregory Tanner, CEO of FitBeats™, "all it needs is a little push to the public and it will grow quickly. We are hoping that using viral video will help open the floodgates."

The infomercial helps to explain the FitBeats™ mantra in quick detail, and has been uploaded to the most heavily viewed video sites on the web. Viral video will be one of the many tactics FitBeats™ will use in marketing their product to the public.



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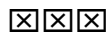
"Advertising has become incredibly tricky and oversaturated," says Gregory Tanner. "We are hoping to find the best possible advertising outlets out there by coming eye to eye with the interests of the public. Since web video has exploded over the past few years, viral video seems like a great tool to utilize when advertising effectively".

FitBeats™ has taken the effectiveness of personal training and has added it to energizing music geared towards any fitness regiment. The Fitness MP3 Leader delivers motivating, challenging, yet aurally pleasant workouts to help motivate fitness enthusiasts of all creeds. The result is an effective plan that leaves the personal trainer in your ear, not in your face.

"It is so exciting to be at the beginning stages of a new product like FitBeats™," says Gregory. "We have more than enough room to grow, and it's only a matter of time until we do".

FitBeats™ uses the video marketing tool www.spotxchange.com, and is also a part of lifestylenetworktv.com. To see the short video, or to have your site host the video, visit www.fitbeats.com.

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