



MYPYPELINE.COM IS A NEW ONLINE HEALTH AND FITNESS SOCIAL NETWORKING SITE OFFERING FREE TRAINING PROGRAMS AND AFFORDABLE ONLINE VIDEO WORKOUTS.

Vancouver, BC / February 20, 2008: mypypeline.com is redefining health and fitness. It is personal training online. Just launched in BETA, "MyPypeline.com has an extensive archive of free fitness programs, digital exercise workouts, personal training expertise and social networking tools to support individuals, trainers, coaches and groups," states Matt Young, Founder of MyPypeline.

MyPypeline, unlike any other online fitness provider, is about mobilizing people through personalized health and fitness communities. For people that want to workout with friends or find others to lose weight or get fit with, there isn't an individual or group that won't find the resources of MyPypeline a tremendous benefit. With our community building tools we've got the encouragement and support to help people reach their health and fitness goals.

MyPypeline.com offers a wide variety of beginner to advanced high quality personal training videos and programs hosted by leading fitness professionals. Convenient and **accessible**, MyPypeline uses the latest digital media technology to deliver the workouts in quick launch, large video formats that are available as either streaming or downloadable files. At home, the office, or on a trip, MyPypeline workouts are portable and can be played on a computer, iPod, mobile device or DVD.

Fitness is **affordable** with MyPypeline. The exercise workouts are ideal for anyone who wants to get fit, take control of their health, and have the flexibility to do it on their own terms. For a fraction of the cost of a personal trainer, users have access to fitness videos, free workout programs and personalized support anytime and anywhere. The average cost for a personal training session in North America is approximately \$75.00. MyPypeline offers training for \$3.00 per session. For the customer who has little or no time to commit to a destination gym, this flexible program delivery addresses issues of schedule conflicts. Keeping a regular exercise routine is achievable when location and time are no longer restraints.

MyPypeline also addresses one of the greatest challenges in achieving personal health and fitness success – being **accountable**. It can be frustrating for individuals to create and manage a personal fitness and health program that they don't understand. MyPypeline provides free tools for users to create their own 'Pype' a free personal health and fitness profile that is universally accessible online to record, manage and track training, workouts, related calendar dates and their personal health profile.

A personal 'Pype' is the new Facebook® for fitness. Members create a self-styled network community where they can surround themselves with friends or join a group of people interested in similar sports and health goals. This free, fully hosted, stand-alone social networking platform is accessible to anyone and provides ongoing support and accountability.

mypypeline.com is the accessible, affordable and accountable one-stop shop for health and fitness online.

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