

MEDIA RELEASE

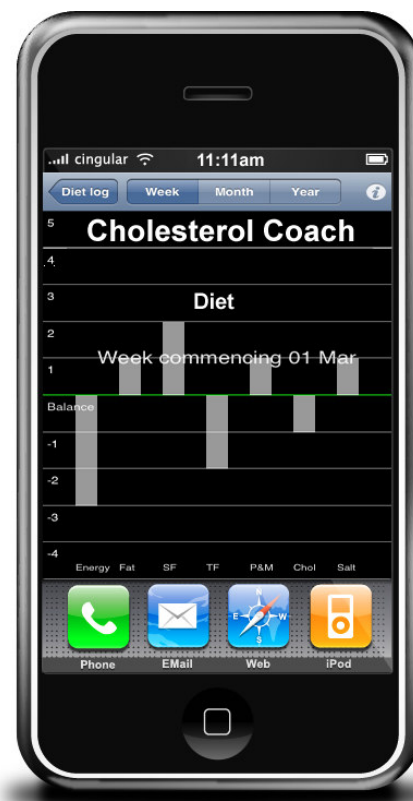
FOR IMMEDIATE RELEASE

First Application to Fight High Cholesterol Launches on the iPhone and iPod Touch

Melbourne, Australia - 26 March 2009 – Pocket Pixels has just released Cholesterol Coach onto the iTunes App Store.

High cholesterol or hypercholesterolaemia is a leading cause of heart disease and stroke. In the United States alone almost 100 million people have high cholesterol of which 34 million are considered at high risk.

Cholesterol Coach allows users to track their cholesterol and, more importantly, lower their cholesterol by putting together an action plan for diet, exercise and smoking, the key modifiable risk factors for high cholesterol. The problem with high cholesterol is there are no symptoms until the patient experiences a heart attack or stroke. The good news is that cholesterol can be lowered by modifying diet and exercise and giving up smoking.



According to Cholesterol Coach's creator Rick Bavage, 'The application allows the user to set objectives for diet, exercise and smoking and to track their progress against these goals over time.

'Cholesterol Coach offers the user guidance in setting goals for diet, exercise and smoking. For example, in the diet information section recommended daily intakes for dietary cholesterol, saturated fat, trans fat, polyunsaturated fat and monounsaturated fat are discussed in easy-to-understand language.

'The objective of the application is to motivate people to lower their cholesterol and keep it low. If the user sees that reducing their fat intake, exercising regularly and giving up smoking has a positive impact on their cholesterol then these positive lifestyle changes will become habit.'

Cholesterol Coach is now available from the [iTunes store](http://www.itunes.com/apps/CholesterolCoach) for US\$2.99.

(iTunes users can download the application at <http://www.itunes.com/apps/CholesterolCoach>)

Pocket Pixels is a software developer for the iPhone platform based in Melbourne, Australia. The business was launched in 2008 by founder Rick Bavage, a science graduate with over 10 years of sales and marketing experience, much of it in healthcare.

The company's aim is to release innovative, high quality mobile phone applications on a regular basis. To find out more, please email Rick Bavage rbavage@gmail.com

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