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**Postcard Workouts Revolutionizes Fitness with   
Monthly Workout Mailbox Membership**

SAN FRANCISCO – December 12, 2013 – Lack of access to appropriate resources is one of the top ten reasons why adults say they don't workout, according to the [Centers for Disease Control and Prevention](http://www.cdc.gov/physicalactivity/everyone/getactive/barriers.html). Postcard Workouts, which focuses on bringing effective training plans right to your door, launched today to make fitness affordable and accessible for everyone, no matter your budget or your location.

"The cost of personal training and gym memberships can restrict people from meeting their workout goals. In addition, learning how to use the equipment without instruction can be overwhelming," said Dagur Eyjolfsson, co-founder of [Postcard Workouts](http://www.postcardworkouts.com) and certified personal trainer. "Postcard Workouts offers a solution for people to get workouts delivered to them via mail each month for a fraction of what it would cost to hire a personal trainer."

For as little as $9 per month, members will receive a packet of three postcards at the beginning of each month with workouts for one of the program's tracks:

* **Home Workout:**  Use everyday items in your home for a workout that will get your heart pumping. It is designed for all fitness levels to increase weight loss.
* **Bikini Body:** Lose that extra fat and slim down with this workout that targets your problem areas. This plan requires fitness equipment.
* **Total Body Toning:** Shape and tone your muscles to add definition while reducing fat with total body workout. This plan requires fitness equipment.

"The postcards are designed so you can carry them with you during a workout," said Eyjolfsson. "They include a section to track your progress to stay accountable, as well as member-only web access to exercise instructions."

In addition, this holiday season, Postcard Workouts is offering a gift card special. A 12-month membership can be purchased for $98 and a six-month membership for $49.

"Many people don't know where to start when they make a fitness goal. By receiving a custom workout right at your doorstep with instructions on how to complete the exercises, Postcard Workouts makes it easy to achieve your goals," said Edda Dogg Ingibergsdottir, co-founder of Postcard Workouts and certified personal trainer.

For more information about Postcard Workouts and to start your membership, visit <http://www.postcardworkouts.com>.

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**ABOUT POSTCARD WORKOUTS**

Designed by certified personal trainers and fitness gurus Dagur Eyjolfsson and Edda Dogg Ingibergsdottir, Postcard Workouts revolutionizes the fitness industry by bringing personal training workouts to your doorstep at the beginning of each month. Featuring three different tracks – Bikini Body, Total Body Toning and Home Workout – the monthly membership plan makes effective exercise accessible for everyone, no matter your budget or location. For more information, please visit <http://www.postcardworkouts.com>.