



MYPYPELINE.COM LAUNCHES WITH EXTENSIVE LIBRARY OF VIDEO-ON-DEMAND AND iPOD READY FITNESS WORKOUTS

Vancouver, BC / July 7, 2008: In development for the past year under BETA, mypypeline.com launches today. MyPypeline is a social networking utility that offers an extensive library of video-on-demand workouts and training programs to support its users. Video selections cover a wide range of sports and interests such as general conditioning, [yoga](#), [cycling](#), [running](#), [golf](#), [weight loss](#), and [nutrition](#). Each exercise video ranges from 45 – 60 minutes long for as little as \$3 per streamed rental. There is literally something for everyone no matter what their interest or fitness level.

MyPypeline is a direct pipeline for individuals to get the tools they need manage their health and fitness activities right in their home! With unlimited 24/7 access MyPypeline allows users to create personal profiles and follow specific fitness programs. It's affordable, accessible and accountable on-demand fitness. With MyPypeline video-on-demand workouts, users get complete coaching workouts from some of today's top personal trainers: all for just \$3 per online exercise video rental or \$12.99 per iPod-ready exercise video download. The quality of MyPypeline quick launch large video format is exceptional and convenient.

mypypeline.com also offers a supportive social networking experience. It is the Facebook® of fitness. Users can create their own personal fitness profile, choose a fitness program or video workout, set a calendar of scheduled workout activities, track their progress in a fitness journal, and share their success with their own pipeline blog and photo gallery. MyPypeline users can use the social networking tools to invite or find friends, establish workout 'buddies', and find or create all important support groups for "check-ins" and encouragement from weightloss to their first triathlon training group!

With mypypeline.com it's about expertise, not expensive equipment. A pair of running shoes will get you started then add a yoga mat, resistance band and exercise ball and your training equipment is practically complete. You can use MyPypeline anywhere at anytime: at home, at work or on a holiday. You can even take mypypeline.com workouts to the gym, just download them to your iPod.

Your abs are calling.
Download a FREE video

Regular value: \$12.99
Promo Code#
539F7D81
USE AT CHECK OUT

Call them back.

All buff.
No buzz.

Regular value: \$3.00
Promo Code#
559D49CD
USE AT CHECK OUT

Find workouts now!

Find workouts now!

"Try MyPypeline today with a free fitness video-on-demand rental or iPod ready fitness video download available now until July 31/08. Go to mypypeline.com now to get your workout."

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A social networking utility focused on the health and fitness vertical. MyPypeline combines powerful social networking tools for individuals to create communities online. MyPypeline retails high quality video from independent producers and distributors of health and fitness content, either with streaming or downloadable files to create an affordable, portable health and fitness service to the community online.