



## NESTA & PumpOne Team Up

**New York & Rancho Santa Margarita, May 7, 2007** – The National Exercise & Sports Trainers Association (NESTA) and PumpOne are pleased to announce a unique alliance offering NESTA's 45,000 certified fitness professionals a special membership opportunity to join PumpOne's youPump program. This includes access to **FitnessBuilder** -the world's largest online exercise-image library & cutting-edge program design tool that delivers customized visual workouts to handhelds such as the iPod, nano, Zune, Treo & Blackberry.

**FitnessBuilder**, PumpOne's online drag & drop program design tool gives NESTA members the ability to dramatically increase their revenue potential without spending more time in the gym. They can now custom design digital workout programs that past, current and future clients download to common handheld devices such as the iPod & nano and perform while listening to their own music playlists. Each member also gets their own personalized online store where clients purchase their training programs. Going to [www.youPump.com/NESTA](http://www.youPump.com/NESTA) gets the members started.

“NESTA is not only one of the nation's leading certification organizations. We are also very focused on helping our members build successful and lasting fitness careers,” says John Spencer Ellis, President & Founder of NESTA. “By offering our members access to youPump, they can now provide clients with another best-in-class service expected from a NESTA-certified professional.”

“Clients are often restricted by the number of training sessions they can afford,” says Declan Condrón, Exercise Physiologist and co-creator of PumpOne. “**youPump** is a revolutionary training innovation that allows fitness professionals to keep existing clients on track between sessions or during vacations, stretch out training packages for budget-conscious clients and add new clients that may not have the time or money to train on a regular basis.”

By combining NESTA's highly educated member base with PumpOne's one-of-a-kind workout creation & delivery tools, the real winners of this alliance are the consumers looking for expert affordable and portable training guidance.

**For more information on NESTA & PumpOne, please contact**  
John Spencer Ellis at [john@nestacertified.com](mailto:john@nestacertified.com) or Craig Schlossberg at [craig@PumpOne.com](mailto:craig@PumpOne.com)

### **About NESTA**

NESTA (National Exercise & Sports Trainers Association) is a professional fitness association and certification agency with over 45,000 members in over 30 countries. Visit [www.NESTAcertified.com](http://www.NESTAcertified.com).

### **About PumpOne**

Headquartered in New York, PumpOne, LLC provides convenient, customizable workout programs called PumpOne Trainers to image-ready handheld devices. For more information, visit [www.PumpOne.com](http://www.PumpOne.com).