



FOR IMMEDIATE RELEASE

Instructional Fitness, LLC and TrueFit Launch Fitness-Oriented iPhone & iPad App

User Experience Mirrors a Fitness Expert's Coaching at Users' Fingertips

PITTSBURGH, January 31, 2012— TrueFit, a leading innovation firm which helps entrepreneurial start-ups and large enterprises bring new product ideas to market, today announced the go-live of a new version of Instructional Fitness, a fitness app, conceived by Los Angeles-based Instructional Fitness, LLC.

The initial version of the Instructional Fitness iPhone app was designed for building, tracking and executing fitness routine workouts. Instructional Fitness, LLC turned to TrueFit to take the user experience to a more sophisticated level on a new version of the app. The TrueFit team began by removing in-application videos to improve the app's speed, enabling users to stream videos directly or via download/storing on device, for off-line viewing.

The app's workout log was revamped from the ground up, allowing grouping and filtering of completed and in-progress workouts. Users can view a workout and its associated data, or exercises directly, within the workout log. Now, workout routines can be edited, and both the workout log and the calendar view for the workout log can switch quickly between saved logs.

Commenting on the app launch, Instructional Fitness, LLC founder Peter Mikhail remarked, "While we were pleased with our app conceptually, the TrueFit team helped us develop some innovations that really bring this app to a much higher level for an enhanced user experience. They understood our vision and helped rebuild our app to make the file size smaller and improved the functionality of the workout log, while maintaining the main function of generating a new workout for its user every time he or she steps into a gym. This has truly become the world class app we envisioned from day one."

TrueFit's Vice President, Christopher R. Evans, commented, "We're really pleased with the end results on the Instructional Fitness app. It's the type of app that can transform the in-gym experience, to help you avoid monotony and the worst enemy of any athlete, the 'plateau effect' of mundane routines. It's designed to provide a full-body workout experience, and facilitates a custom routine, too. It's an app that's also in-line with TrueFit's core values around a commitment to wellness."

With the new version of Instructional Fitness, exercises can now have their default routines edited within the exercise list, and workout routines can also be edited. To enable further eCommerce functionality, the Instructional Fitness shop website also now displays right within the application.

The app is available for download now in the iTunes store:

<http://itunes.apple.com/us/app/instructional-fitness/id398534874?mt=8>

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About TrueFit

Enabling Innovation™. It's what we do. For the entrepreneur, and for the enterprise. Helping entrepreneurs, companies, and organizations bring new ideas to market--quickly. From the raw idea on the back of a cocktail napkin, to an enterprise-level release ready for development, Smartphone, Web, Social Media and Commercial Software apps come to life through our proprietary Idea Launch™ methodology. Whether dialing up the value of your idea to get investment funding, or to gain executive approval, TrueFit helps you take a product idea from vision to reality - from the whiteboard to the marketplace.

Ideate: www.truefitsolutions.com.

About Instructional Fitness, LLC

Instructional Fitness was conceived by Certified Personal Trainer and competitive body builder Joe Tong, and fitness enthusiast and cancer survivor Peter Mikhail. Our mission is to help you, regardless of your objectives, reach your fitness goals. Instructional Fitness can be used to obtain valuable information on Nutrition and Supplements. It's also a powerful tool in locating a Gym or Personal Trainer that fits your needs. Learn more:

<http://www.instructionalfitness.com/index.php> .

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