

**Traineo.com, a Free and Intuitive Weight Loss Tool, launches with over 5,000 registered users within 24 hours.**

*New online weight loss product provides members with effective exercise and diet visual tracking tools, and keeps them motivated through an innovative social networking community. Over 5,000 members registered for the service and created profiles within 24 hours of the soft launch.*



Cambridge, MA (PRWeb) August 24, 2006 – HDO Group LLC, a provider of innovative health & fitness technology and services via the internet, today announced the release of its flagship weight loss service. Traineo.com is a free and intuitive weight loss application that offers effective exercise and diet visual tracking tools. More than a simple training log, traineo.com also provides members with a built-in support system through its social networking community. Members can choose up to four individuals, or ‘motivators’, who receive weekly email updates outlining the member’s progress toward his/her weight loss goals. Traineo.com also offers members resources and tips from the world’s leading health and fitness experts through a database of articles and within the active discussion forums.

HDO Group LLC originally planned to launch traineo.com later this month, however initial response from the soft-launch was overwhelming and within 24 hours over 5,000 members had registered for the free service. Today the site has over 10,000 registered members. New features and more robust capabilities continue to be added, but members can already begin tracking their weight loss goals and experiencing motivational benefits by registering for free at [www.traineo.com](http://www.traineo.com).

Alasdair McLean-Foreman, CEO of HDO Group, LLC and traineo.com, was enthusiastic about the initial response. “We knew traineo would fill a need for the weight loss community, but we’re overwhelmed by the positive feedback from our members and the health and fitness industry.”

McLean-Foreman also described the technology and social networking capabilities of the site as key differentiators among weight loss tools. “Support and motivation are arguably the most important elements of a successful weight loss program. With traineo’s powerful visual elements combined with a community of like-minded individuals, enthusiasts, and experts, our members receive the support and motivation they need to reach their goals. And the tracking features add an element of accountability that provides extra incentive. The software behind traineo is so intuitive, yet robust. It provides our members an easy-to-use interface for tracking fitness and diet indicators, while also offering in-depth tracking and graphing capabilities. We wanted to make traineo so simple that anyone wishing to lose weight could participate. I think we’ve achieved that goal.”

#### About HDO Group LLC

HDO Group LLC ([www.hdogroup.com](http://www.hdogroup.com)) is a provider of innovative health and fitness technology and services via the internet. Founded by Alasdair McLean-Foreman, whilst studying at Harvard University and competing for England in Track and Field, HDO

Group LLC was formed in 2000 with a mission to offer an exciting new dimension to consumers in health and fitness markets.

HDO Sport ([www.hdosport.com](http://www.hdosport.com)), established in 2000, offers leading edge sports products with world class service from elite athletes. Offering fast delivery, expert advice, and a straightforward buying experience to health and fitness enthusiasts.

HDO Training ([www.hdotraining.com](http://www.hdotraining.com)) is HDO's fitness training service for health and fitness consumers, designed to develop a completely interactive training experience, tailored to an individual's goals.

NYRR Trainer ([www.nyrrtrainer.com](http://www.nyrrtrainer.com)) was developed by HDO for the ING New York City Marathon, the Premier Event of The New York Road Runners (NYRR). NYRR Trainer is an interactive web-based training program based on the HDO Training Platform designed exclusively for running and marathon training. Runners training with the NYRR Trainer website can use social networking tools to find other 'workout buddies' to support and supplement their prescribed interactive programs.

Technology by BluBolt

HDO Group LLC partnered with UK based BluBolt ([www.blubolt.com](http://www.blubolt.com)) to develop the technical components of [traineo.com](http://traineo.com). For more information on the technology behind [traineo.com](http://traineo.com) please visit [www.traineo.com/blubolt](http://www.traineo.com/blubolt).

Contact:  
Jennifer Lee  
Public Relations  
(617) 500-4906  
[pr@traineo.com](mailto:pr@traineo.com)  
<http://www.traineo.com>

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