

The Web's Fastest Growing Fitness Support Community, Traineo.com, Enables Users to Create Personalized Social Networks to Collectively Stay Motivated and Reach Fitness Goals



Cambridge, MA (PRWeb) December 6, 2006 – Traineo.com, the web's fastest growing online fitness community, announced that users can create 'traineo Groups' to share goals, tips, progress and inspiration amongst peers with similar fitness challenges and experiences.

Users are able to create trainee Groups using a fast and simple sign-up tool that even allows members to personalize their groups with unique color schemes and logos. Members of the trainee community are able to browse, join and view group details via a global group directory or directly via each group's unique URL. Privacy options allow groups to be hidden or invite only, making trainee Groups the ideal starting place to organize a private family fitness team, inter-office 'biggest loser' challenge; or a hub for like-minded individuals to work together towards a common health and fitness goal.

A screenshot of the Traineo website interface. At the top, there is a navigation bar with links for Home, Members, Library, Forums, and Help. Below this is a user profile section for a member who has been a member for 3 months and 24 days. The main content area features a group page for the "HSBC New York Fitness Challenge". This page includes an "Invite others to this group" section, a "Most popular activities" bar chart, and a "Members of this group" section displaying a grid of member avatars. The "Most popular activities" bar chart shows the following data:

Activity	Percentage of trainee users
Walking	56.81%
Weight Training	34.24%
Elliptical Machine	23.29%
Running	21.88%
Cycling	18.64%

The "Members of this group" section shows 25 members so far, with a grid of avatars and names including Alasdair, Judy, catherine, Stephanie, Tanya, Carollanne, NYCinephile, Elizabeth, amanda, Kayla, Nik, Amy, Troy, Aaron, Rachel, Dennis, Tuull, and Chris.

Traineo Groups allow users to create, personalize, and invite others into their own 'Biggest Loser' challenges within minutes

"Traineo Groups give any user the ability to set up their own 'mini' social network to work together towards their goals. It's a very powerful concept that fosters motivation, teamwork, and collaboration within our community," said traineo.com CEO, Alasdair McLean-Foreman. "We're really excited to see these traineo Groups flourish as our members work together to motivate each other towards healthier lives."

To learn more and to join a traineo Group please visit www.traineo.com to sign-up for a free account – public traineo Groups are visible via the traineo Group directory link via your account homepage.

About Traineo.com

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 'motivators' who receive weekly email updates outlining the member's progress toward his/her weight loss goals. Traineo.com also offers resources and tips from the world's leading health and fitness experts through a database of articles and within the active discussion forums. Traineo.com was launched in August 2006 by HDO Group LLC.

About HDO Group LLC

HDO Group LLC 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.

Technology by BluBolt

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

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