

Over 48,000 members sign up to improve their long-term health and fitness goals with The Times Health Club powered by traineo.

Just six weeks after its launch in early January 2008, The Times Health Club boasts over 48,000 members who have recorded more than 27.8 million calories burned during 68,384 hours of exercise using the interactive online health and fitness tools licensed from the Internet's leading health and fitness community, traineo.



Cambridge, MA (PRWeb) April 2, 2008 – traineo.com, the Internet's leading health and fitness community, and The Times Newspapers, Ltd., one of the world's oldest and most widely read newspapers, a UK subsidiary of NewsCorp, Inc., have partnered to create The Times Health Club, a free online health and fitness community. (<http://www.timeshealth.co.uk>)

A promotional banner for The Times Health Club. The top half features a photograph of several women in black athletic wear reaching up to touch large green exercise balls against a clear blue sky. The text "The Times Health Club" is written in large, bold, yellow letters across the top. To the right, a list of benefits is provided under the heading "JOIN TODAY". Below the list, it says "FREE PEDOMETER when you register" and provides the website "timesonline.co.uk/healthclub" and "Full details Body&Soul". The bottom half of the banner features the traineo logo and tagline "see lives change." on a dark blue background.

The Times Health Club

JOIN TODAY

- Free membership
- Track your goals
- Expert diet and exercise tips
- Get fit with your friends

FREE PEDOMETER
when you register
timesonline.co.uk/healthclub
Full details Body&Soul

traineo see lives change.

Launched on January 5, 2008, The Times Health Club was introduced to readers across the United Kingdom in the Saturday Times and online via the Times Online website. The free interactive online community has since acquired over 48,000 registered users. To help achieve their health and fitness goals, members of The Times Health Club are able to use a powerful set of intuitive and interactive online tools (many of which can be found at traineo), including: integrated media featuring articles, health tips, and videos from The Times' 'Body and Soul' editorial team of award winning journalists and health and fitness experts.

Since its launch, Times Health Club members have recorded an astounding 27.8 million calories burned during 68,384 total hours of activity. Users can measure their calories burned by selecting from a large range of activities, including bowling, running and even sex.

“Working with The Times to launch The Times Health Club and to build its rapidly growing online community has become an exciting partnership that enables us to bring traineo’s proven support and motivational tools to the United Kingdom, helping thousands of individuals their health and fitness goals,” said Alasdair McLean-Foreman, traineo’s chief executive officer. “The integration of The Times’ tailored health and fitness articles, expert tips, and other media ventures alongside traineo’s tools create a very powerful support network. We’re excited to bring this partnership to the United Kingdom and the growing demographic of Times readers.”

“The launch of The Times Health Club was a tremendous success. Our partnership with traineo helped us to create a sophisticated and user friendly website very quickly,” said Tom Whitwell, Communities Editor, The Times Online.

About traineo.com

traineo is the Internet’s leading health and fitness community helping thousands of individuals achieve their healthy lifestyle goals. More than a simple weight-loss tracking site, traineo also provides members with a built-in support system through its social networking community. It further provides various health and fitness tools to all of its members at no charge. For example, members can choose 'motivators' who receive weekly email updates outlining the member's progress toward his/her weight-loss and general fitness goals. traineo also offers resources and tips from the world's leading health and fitness experts through a database of articles and active discussion forums. Traineo was launched in August 2006 by HDO Group, LLC.

About The Times – News International Limited

News International Limited is the main UK subsidiary of the global media company The News Corporation Limited. News International subsidiary Times Newspapers Ltd publishes The Times and The Sunday Times, and the subsidiary News Group Newspapers publishes The Sun and News of the World. News International subsidiary TSL Education publishes The Times Educational Supplement, The Times Higher Education Supplement, The Times Literary Supplement and Nursery World.

The News Corporation Limited (NYSE: NWS, NWS.A; ASX: NCP, NCPDP) had total assets as of June 30, 2004 of approximately US\$51 billion and total annual revenues of approximately US\$21 billion. News Corporation is a diversified international media and entertainment company with operations in eight industry segments: filmed entertainment; television; cable network programming; direct broadcast satellite television; magazines and inserts; newspapers; book publishing; and other. The activities of News Corporation are conducted principally in the United States, Continental Europe, the United Kingdom, Australia, Asia and the Pacific Basin.

About HDO Group, LLC.

HDO Group, LLC., is a provider of innovative health and fitness products and technological 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 for consumers in health and fitness markets.

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