

'Tweeting for weight loss' helps users stay motivated with Twitter and traineo

traineo, the Internet's leading free health and fitness community, has integrated Twitter technology to enable users to make tracking their weight a daily habit.



Boston, MA (PR Newswire) May 19, 2009 – traineo, the Internet's leading free health and fitness community, has launched new functionality, enabling its users to use Twitter to stay on track of their weight loss goals.

traineo members are now able to remotely update their current weight via Twitter with a simple 'tweet @traineo'. Within minutes their free account at www.traineo.com graphs their progress and provides support and motivation via a unique motivator support system.

"Allowing users to link Twitter with their traineo accounts makes a lot of sense," said Alasdair McLean-Foreman, traineo's chief executive officer. "The Twitter phenomenon is incredible and 'tweeting' is rapidly becoming a daily web habit for many people and we are trying to make health and fitness a part of it. It's scientifically proven that routinely tracking your weight dramatically improves the chances of reaching a weight loss target. We think our integration with Twitter is a simple way to help people by making weight loss tracking part of their daily routine using the web."

Additionally, Twitter integration allows traineo users to post a daily health update from their traineo account seamlessly into their Twitter feed. This allows traineo users to broadcast their commitment to losing weight and improving their health and fitness to their own Twitter followers.

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 provides various health and fitness tools to all of its members at no charge. For example, members can choose 'motivators' to receive weekly email updates outlining the member's progress toward his/her weight-loss and general fitness goals.

About Twitter

Started as a side project in March of 2006, Twitter has grown into a real-time short-messaging service that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens—from breaking world news to updates from friends.

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