

traineo.com and Dogster.com partner to encourage exercise with dogs using social networking

Online community forms around traineo and Dogster's new "Fitness with Dogs" initiative.



Cambridge, MA (PRWeb) July 17, 2007 – traineo.com, the web's fastest growing fitness community, has partnered with Dogster, Inc., the industry alpha dog in pet-focused online communities, Dogster.com and Catster.com, to launch a 'Fitness with Dogs' initiative using traineo's interactive group platform.

The screenshot shows the top navigation bar of traineo.com with links for Home, Members, Groups, Forums, and Library. Below this is the Dogster.com logo and a membership status indicator: "Member for 8 months 24 days | My traineo homepage". The main content area is titled "Welcome to Dogster.com Fitness With Dogs Group" and includes a list of benefits: creating a dog profile, browsing dog pictures, sharing videos/photos, forum participation, and connecting with dog lovers. A sidebar on the left offers an "Invite others to this group" button and a "Leave this group" button. A vertical banner on the left encourages joining Dogster to win an Olumous. Below the welcome message is a "Add Your Dogster.com Training Buddy" button and a section for "Latest Dogster.com Training Buddies" featuring a profile for a dog named Acey with details like Dogster ID, workout partner, and favorite workouts. At the bottom, there is a "Group Discussion Boards" section with columns for Forum title, Topics, and Posts.

"We think this is the perfect time to add this dynamic feature to our community," said Dogster, Inc. founder and CEO, Ted Rheingold. "For dog owners, running, walking or hiking with their pet is an important part of their routine; for the dog's health, and their own. Now, they have a way to share these experiences and fitness success stories."

Members of Dogster's free community can visit the exclusive Dogster group at traineo.com (<http://dogster.groups.traineo.com>) to submit their loyal and furry training buddy. Each dog is listed in the group with their favorite workout, a direct link back to their profile at Dogster, and of course a link to their human workout partner on traineo.

traineo members who wish to add their dog to the group, but are not members of Dogster, can create a free profile within seconds using Dogster's simple registration

process at <http://www.dogster.com/welcome/73>.

Once a member of Dogster's "Fitness with Dogs" trainee group, participants can browse the list of tips, advice, and share suggestions for working out with their canine training partners.

"We're thrilled to be working with Dogster to engage and encourage our members to exercise with their dogs", said Alasdair McLean-Foreman, CEO of trainee. "Exercise such as walking or jogging with a dog is an excellent way to make fitness fun and much more enjoyable. The new Dogster group is a great way for canine lovers to build a community and share information around fitness with their dogs – it's also great for the dogs who never turn down an offer for another workout session!"

To view the Dogster 'Fitness with Dogs' group at trainee and to check out the list of furry training buddies please visit <http://dogster.groups.trainee.com>

About trainee.com

trainee.com is a free and intuitive weight loss application that offers effective exercise and visual diet tracking tools. More than a simple training log, trainee 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. trainee also offers resources and tips from the world's leading health and fitness experts through a growing database of articles and active discussion forums. trainee was launched in August 2006 by HDO Group LLC.

About Dogster, Inc.

Dogster, Inc., architects of the Dogster and Catster online communities, is the industry alpha dog in pet-focused online communities. Online since January 2004, its properties are now home to more than 400,000 members from over 150 countries, making it the fastest growing pet community in existence. Dogster, Inc. is headquartered in San Francisco, CA. Visit www.dogster.com/tour to see what all the barking's about or call 415-934-0400 for more information.

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, while 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 the health and fitness markets.

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