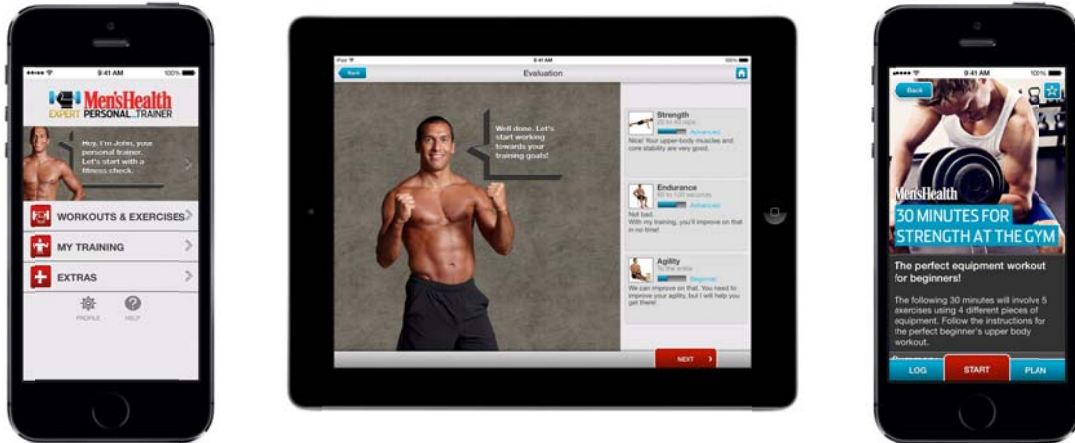


MEN'S HEALTH LAUNCHES PERSONAL TRAINER APP



FITNESS TRAINING AT YOUR FINGERTIPS

Wednesday, 29th January 2014: *Men's Health* today announced the arrival of *Men's Health Personal Trainer*, a sophisticated fitness app representing a new standard in mobile, interactive training.

Developed by international partner Rodale-Motor-Pressé, the *Men's Health Personal Trainer* app features an unprecedented number of exercise videos, targeted workouts and fitness tips for every level, all conveniently contained within your mobile device.

Karen Deveson, *Publisher, Homes and Health, Pacific Magazines*, says the launch of the interactive app offers readers a personalised and valuable resource, ensuring content from the pages of *Men's Health* can go wherever the user goes.

"Our easy-to-follow app is an exciting development for the brand and a unique, affordable offering for our readers.

"As we continue to invest in new digital platforms there is huge potential for our advertisers to capitalise on the interactivity and capabilities of the digital format.

"Our continued innovation puts us at the forefront of health trends as we continue to evolve our position as the country's most read men's lifestyle magazine," added Deveson.

The *Men's Health Personal Trainer* app boasts more than 1,000 exercises and 600 workouts, all of which can be tailored to meet individual goals.

The initial download is free, with additional and affordable in-app purchases available from \$0.99 and an expert subscription for \$8.49.

The launch of the *Men's Health Personal Trainer* app is available on both iPad and iPhone and is available for download from the App Store:

<http://appstore.com/menshealthau>

Ends.

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