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## **Phyzseek Launches Beta Version of its Unique Fitness App *More Than 115 People Have Signed Up***

**February 17, 2016** (*Palm Beach Gardens, FL*) -- The developers of Phyzseek, the only doctor-developed, science-driven, fitness app that motivates, measures and delivers time-efficient daily workouts, have announced the launch of Phyzseek Beta. During the past several weeks, in anticipation of its availability, more than 115 people have signed up for the Beta test.

The Phyzseek mobile fitness application has been under development since June 2015 when seed funding was received. Significant progress has been made regarding the app's unique features that motivate users to consistently workout with the high intensity needed to produce transformative results while maintaining and enhancing functional longevity.

Safe, short-duration, high intensity workouts are delivered daily to the user's device, eliminating daily decisions about what exercises to do. The app automatically adjusts workouts, taking into account a users' available equipment, and providing potential exercise modifications to account for pre-existing injuries or a lack of proficiency. Tabata, stopwatch, and countdown timers are built-in to the app so that each workout produces a measurable result. And, an auto-Pacer motivates users to workout at a user-programmed intensity even when working out alone.

The app effortlessly tracks workout results and health metrics, including heart rate, workout intensity and caloric expenditure, to help motivate users and to provide evidence that they are successfully improving their health and fitness. Users can compare workout and fitness results to other users across the globe using proprietary metrics. Social networking within the app promotes friendly competition, a way to brag about progress, and a means to provide positive feedback & support to other users.

Eric J. Ende, MD, co-founder/CEO, and Chad LaBonte, co-founder/COO have a passion for fitness and helping others to achieve long-term health, which is why they are excited to launch the Phyzseek app into the market.

Dr. Ende stated, "By using medical knowledge and a scientific understanding of exercise physiology, we have developed a workout program that helps to transform the body into a metabolic machine that burns fat and calories while building muscle in a balanced fashion. Combined with the app's unique features, we hope to motivate people to achieve their fitness goals."

LaBonte, commented, "Fitness has been a part of my life since I started training for sports in high school. I've sustained a number of injuries through the years. As I got older, those nagging injuries were only getting worse. With the aging athlete in mind, we designed the Phyzseek training program to not only reduce the injury rate associated with some very well-known high intensity workouts but to also maintain and enhance long-term function. We hope to help people get into the best shape of their lives today and help them maintain it as they age."

The Beta Test is expected to last 4 weeks. We anticipate that Phyzseek will be launched through the iTunes App Store once development is completed. The initial target market will include competitive men

and women that love high intensity exercise and boot camp style workouts but want to maintain and enhance long-term function through a workout program that is based on current principles of exercise physiology and focuses on balanced muscle development without using heavy weight or technical Olympic-style lifts.

If you want to learn more about the Physseek App visit [www.phyzseek.com](http://www.phyzseek.com).