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**Kids Vote for More Exercise**

*Over a hundred children have voted to do more exercise with a clear message to adults - we want to be active and it has to be fun.*

**/24-7PressRelease/** - SOUTHAMPTON, ENGLAND, January 30, 2009 - This month, pupils at Hilton Primary School in Derbyshire tested products from Gamercize with the aim of getting children active by using computer games. Four classes chalked up a combined total of 89 miles, having fun while burning off 10,500 calories using the equipment.

The Gamercize products link mini exercise cycles and steppers to games consoles such as Playstation, Xbox and Gamecube. Children were able to play a choice of games including Super Monkey Ball, Mario Football, Lego Star Wars and Mario Kart, as the equipment has been designed to work with all games for all consoles.

When the pupils began to step or cycle - their control pad became activated. They were able to compete against their friends - but if they stopped moving their control pad was de-activated and they were temporarily paused out of the game until they began stepping or cycling again.

After the pupils had exercised while playing they were asked to vote for or against their experience. Over 95% of the 129 children gave their seal of approval to the Gamercize approach, with five children undecided and a single vote against.

The day was organised by Derbyshire Schools Sport Partnership and follows encouragement by top British health experts to extend a study carried out last year, which proved Gamercize products were six times more popular than exercise alone.

One pupil told the Evening Telegraph she wished all games were like this because it was fun to play a game and get plenty of exercise. While Phil Basterfield, Competition Manager of Derbyshire Sport, observed the children didn't appreciate that they were doing physical activity until they came off the machines and noticed that they were sweating.

Senior staff from the school agreed with Partnership Development Manager Steve Smith's prediction to the Burton Mail, that a country-wide rollout was likely following a successful widening of the trials in the district.

Gamercize products, including the GZ Sport tested by the children, can be purchased from [www.gamercize.net](http://www.gamercize.net) in Europe, [ThinkGeek.com](http://ThinkGeek.com) in the USA and [ChildsPlayFitness.com.au](http://ChildsPlayFitness.com.au) in Australia. Gamercize will launch the GZ Pro-Sport at the end of this month, using the same principles, for all next generation consoles.

"I am delighted with the results of the day. Schools are starting to use games consoles for dance mats, Eyetoy and Wii, so I am pleased this trial proves our products can sustain interest for the vast majority of youngsters.

"We particularly recommend the lower cost consoles that have a much wider range of existing and budget games available in suitable age ranges. Our children have never known a world without video games, so as an addition or an introduction into traditional PE or exercise, it is no wonder Gamercize products have proved to be a great hit with children and teachers." said Gamercize Director, Richard Coshott.

**About Gamercize**

Gamercize, a British company behind world-wide patented electronic fitness accessories for PC, Xbox 360, PlayStation3, Wii, PS2, Xbox and Gamecube. The company aim is to encourage fitness through motivation and enjoyment, by innovation in technology. Gamercize is a member of the Fitness Industry Association. Its website is <http://www.gamercize.net>