



**Press Release Contact Information:**

Samantha Wallbanks  
Gamerize  
Public Relations  
Southampton  
England  
Voice: 0870 890 4264  
E-Mail: [Email us Here](mailto:info@gamerize.net)  
Website: [Visit Our Website](http://www.gamerize.net)

**PlayStation 3 and Xbox 360 Join the Fitness Revolution**

*All of the newest games consoles can now be used to keep fit with the release of the GZ Pro-Sport, from fitness innovators Gamerize.*

**/24-7PressRelease/** - SOUTHAMPTON, ENGLAND, February 06, 2008 - This release completes a product range offering mini exercise equipment, such as steppers and cycles, as add-ons for games consoles and computers. The specialist fitness machines provide genuine cardiovascular exercise, capable of burning the highest number of calories per hour out of all popular video game exercise systems.

The Gamerize concept requires exercise to keep the game from pausing, using the distraction of playing a game to make it easy to work out for longer without giving up.

Gamerize products are designed to inspire young and old to take the first steps towards a healthier lifestyle, as well as provide a fitness top up for active people with little free time. The equipment can be used with existing or future games, ensuring sustainable use and appeal for all.

Successfully trialled in schools and health clubs in the UK, the Gamerize has proved six times more engaging than exercise alone and twice as popular as a dedicated video game racing bike.

The concept was conceived in 2004 when, now company director, Richard Coshott designed the first Gamerize for his children. They played games for only as long as they kept exercising, which proved successful in increasing their fitness and willingness to be more active in general. Following successful grant of patent the company was formed and products have been sold worldwide to consumers on all continents.

The GZ Pro-Sport will be officially launched later this month, in partnership with Southampton Football Club, where commercial installations for PlayStation3 and Xbox 360 will be unveiled simultaneously in two Southampton City Council leisure centres.

**About Gamerize**

Gamerize, 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. Gamerize is a member of the Fitness Industry Association. Its website is <http://www.gamerize.net>