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Runtastic Enters Nutrition Space with Launch of New App

The Runtastic Nutrition Quiz Busts Common Myths about Nutrition, Fitness, Diet & Health

San Francisco, CA – Today [Runtastic](#) – an innovative suite of apps, products and services that track and manage health and fitness data to motivate individuals to get in shape, stay fit and improve overall health – announces the launch of the company’s first-ever nutrition app on iOS, the Runtastic Nutrition Quiz. Users are challenged to bust common nutrition myths and discover little-known health facts as they compete against themselves, the clock, friends and worldwide participants. The app brings the same spirit of fun and community to the realm of nutrition, diet and healthy lifestyle that Runtastic has become known for in the sports and fitness industries.

This announcement comes at a time when Runtastic has emerged as a leader in the international world of health and fitness. The young company, which kicked off with high-quality, award-winning mobile apps, now boasts a full “health and fitness ecosystem,” including: original, world-renowned software; compatible, proprietary hardware; and an engaging online fitness site and community, [Runtastic.com](#).

Runtastic Nutrition Quiz App

The Runtastic Nutrition Quiz allows users to uncover the truth behind health & nutrition myths with over 600 fun “Myth or Fact” statements. In the process of taking the quiz or viewing facts in “Browse” mode, users will learn information they’ve always wanted to know and be able to apply it to their lifestyle and daily habits. The app includes 11 popular and provocative categories, including: Fattening Foods & Alcohol, Nutrition for Men & Women, Sports, and Calories & Weight Loss.

Further Expansion into Nutrition, Diet, Food & Drink Categories

The Runtastic Nutrition Quiz is the first step in Runtastic’s portfolio expansion into the areas of nutrition, diet and food & drink. In an effort to provide users with all the necessary elements of their quantified-self needs, Runtastic will continue to commit resources and gain momentum in this new terrain. Further announcements and releases are to be expected as early as Fall 2013.

About Runtastic

Founded in 2009, Runtastic has rapidly grown into an innovative suite of apps, products and services that track and manage health and fitness data to motivate individuals to get in shape, stay healthy and improve overall fitness. With more than 35 million downloads and 15 million registered users on [Runtastic.com](#), Runtastic’s mobile applications sync directly with proprietary hardware to track distance, speed, pace, time, heart rate, calorie consumption and route traveled (via maps) when running, biking or engaging in other exercise activities. The results can then be viewed directly within the app, via Runtastic GPS devices or on [Runtastic.com](#) where users can view their online training log, get detailed data analysis and compare with others. Whether you are a novice or an athlete, Runtastic makes exercise easy and fun. Runtastic is available on iPhone, Android, Windows Phone and BlackBerry. Additional information can be found at www.runtastic.com or you can follow us on [Twitter](#), [Facebook](#) or [Google+](#).

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