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Runtastic Adds Some Muscle to Its Suite of Health and Fitness Apps; Launches New Six Pack App

New app puts more than 50 ab-sculpting workouts on your smartphone, tablet or Apple TV

San Francisco, CA – October 11, 2013 – 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 healthy and improve overall fitness —introduced [Runtastic Six Pack](#), a brand new app available on [iOS](#) and [Android](#) to help users flatten and strengthen their core.

Runtastic Six Pack, a free app with in-app purchases available for additional features, offers targeted core workouts, with three difficulty levels, tailored to a user’s fitness level. Lifelike avatars guide users through 50+ instructional videos in HD to ensure proper form and prevent injury. The app offers pre-built workouts – like The 7-Minute Workout, Shape Up, and Six Pack Junkie – as well as programs that users can custom build using Runtastic’s catalogue of exercises – including sit-ups, planks, mountain climbers, leg raises, and more. Six Pack users can also access music playlists that match workout intensity, setting the best mood and pace for each circuit.

“Making fitness more convenient and accessible is at the heart of the Runtastic mission,” said Florian Gschwandtner, CEO of Runtastic. “Six Pack offers users a customized workout, available anytime, across devices, which requires no additional equipment. With this unprecedented flexibility, users can get the core they want in the time they have.”

Freedom and Flexibility

Six Pack offers increased flexibility compared to a traditional gym membership or fitness class. It requires no additional setup or equipment and is available on iPhone, iPad, Android and Apple TV. With Runtastic Six Pack, a workout is only a swipe away.

Monitoring and Sharing

As with all Runtastic apps, Six Pack syncs with Runtastic.com so users can review, analyze, and improve workouts. Users can also share fitness accomplishments, photos and customized workouts with friends via Facebook and Twitter. In addition, Runtastic Six Pack sessions integrate with MyFitnessPal so users can better correlate exercise with diet and overall health.

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 48 million downloads and 20 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. Additional information can be found at Runtastic.com or you can follow us on [Twitter](#), [Facebook](#) or [Google+](#).

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