



Endomondo Leads the Race as an Innovative Android App

Copenhagen, Denmark – February 7, 2011 – Endomondo Sports Tracker (www.endomondo.com), the app that turns the mobile phone into a full-fledged personal trainer in your pocket, will be showcased at the Android™ stand (Hall 8, Stand C25) during Mobile World Congress in Barcelona, February 14-17.

Endomondo Sports Tracker stands out among the more than 100,000 apps in Android Market™, where it is available in both a free and a paid version. The free version alone has more than 500,000 downloads on Android, and across 7 OS platforms, the app recently passed the two million download mark. The free Android app has a rating of 4.5, whereas the paid version is currently rated at 4.7 out of 5.

A personal trainer in your pocket

Endomondo Sports Tracker turns the mobile phone into a full-fledged personal trainer. The app can be used for running, cycling, walking and all other distance-based outdoor sports. Just turn on the app before a workout, choose the sport and hit Start. Using GPS, the app tracks route, distance, duration, split times, calorie consumption, and more. The user can get audio feedback on the performance for each mile covered. The app offers a full history with previous workouts and statistics, as well as a route map for each workout. On certain handsets, the app also supports integration with the built-in music player and Bluetooth heart rate monitors from Polar and Zephyr.

Challenge friends and share results within the community

Users can choose to create a profile on Endomondo.com, which will then host their personal training diary and enable them to challenge their friends. Who runs the most miles? Who burns the most calories across sports? The website also offers live tracking that allows personal fans to follow users participating in events, such as marathons. If the followers can see that a user is not performing well, they can type in a short peptalk message, which is then read aloud to the user a few seconds later. The service includes possibilities for automatic updates to Facebook, Twitter and fundraiser pages on FirstGiving.com.

Endomondo at Mobile World Congress

Come see Endomondo at MWC at Stand E63 in Hall 7 and at the Android stand C25 in Hall 8. Endomondo also invites everyone to a MWC Run-Up in Barcelona. Meet them at 5 p.m. Sunday, February 13 next to the Espanya metro entrance at Plaza de España. They'll run about 3.5 km near the Olympic Stadium, but you don't have to be an Olympian athlete to join. Details and map available at <http://www.endomondo.com/event/mwc2011>.

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