

MEN'S HEALTH PARTNERS WITH MAGELLAN TO PUT WORLD-LEADING TECHNOLOGY ON THE WRISTS OF ACTIVE AUSTRALIANS.



Wednesday 14th May, 2014: *Men's Health* today proudly announced a unique partnership which sees its hugely-popular personal trainer app integrated with Magellan's Echo smart sports watch, putting state-of-the-art technology within easy reach of all active Australians.

The Magellan Echo is the first watch in Australia that uses Bluetooth Smart technology to wirelessly connect to an iPhone and stream live information from your phone's fitness apps, allowing fitness-conscious wearers to monitor distance, time, calories, heart rate and pace directly from their wrist.

Men's Health Editor, Ian Cockerill says, "Today marks an exciting partnership with a market leader in this exciting field and the first collaboration of its kind for Pacific Magazines. We're thrilled to be able to contribute to an innovative, high-tech experience that ultimately enhances our readers' engagement with the *Men's Health* personal trainer app.

"App purchasers can now view and learn via video workout routines on their phone and then conveniently tuck their phone away in their armband or pocket and easily follow their workout tasks and reps directly from the Magellan Echo Watch, whether in the gym or outdoors," added Cockerill.

Paris Basson, Brand Manager Magellan Australia/New Zealand comments, "We're thrilled with this partnership. The *Men's Health* fitness app helps make it easier to reach your fitness goals, with hundreds of exercises for different parts of the body while the Magellan Echo brings even more convenience when working out, allowing you to control this great app from your wrist and helping you keep track of your fitness progress - such as time and repetitions - without juggling your phone during a workout."

The Magellan Echo is compatible with iPhone 4S, 5, 5C and 5S and is available in stores now in black, orange, blue and pink, from \$149 and \$199 RRP (with heart rate monitor).

The *Men's Health Personal Trainer* app boasts videos of more than 1,000 exercises and 600 workouts, all of which can be tailored to meet individual goals. The app also contains workouts different parts of the body for a complete solution.

The initial download is free, with additional in-app purchases available from \$0.99, up to an \$8.49 expert subscription.

The *Men's Health Personal Trainer* app is available on both iPad and iPhone and is available for download from the App Store: <https://itunes.apple.com/au/app/mens-health-personal-fitness/id542656239?mt=8>

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For further information, free app downloads or to arrange an interview, please contact:

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