



WalkingSpree.com Supports Atlantic Premiers' Walking Challenge

WalkingSpree.com donated four USB Pocket Pedometers and set up an online tracking system to support the Atlantic Premiers' Walking Challenge to walk 544 kilometers or 652,800 steps in four months. The challenge was issued by Premier Shawn Graham to Premier Williams, Premier MacDonald and Premier Binns at the Atlantic Premier's Conference held in Newfoundland, Canada.

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WalkingSpree.com applauds Premier Graham for his commitment to promoting physical fitness by issuing the Atlantic Premiers' Walking Challenge to Premier Williams, Premier MacDonald and Premier Binns at the Atlantic Premier's Conference. WalkingSpree.com donated four USB Pocket Pedometers and set up an online system to track their daily progress in their collective goal to walk 544 kilometers or 652,800 steps in four months.

WalkingSpree supports Premier Graham's election platform to use pedometers as a successful method of reducing obesity in New Brunswick, which is the highest in the country. Obesity is a known risk factor for chronic diseases including heart disease, diabetes, high blood pressure, stroke and some forms of cancer. Many studies have shown that an everyday activity like walking with personalized targets can manage weight and improve health.

WalkingSpree.com is the first (and only) firm in Canada to offer an interactive online program with automatic tracking to encourage walking for wellness. WalkingSpree.com offers online fitness and nutrition coaching with certified personal trainers and community support to deliver a permanent lifestyle change to its members. The Pocket Pedometer™ is an essential tool of the online program to record the steps, aerobic steps, distance walked, calories burned and fat burned. The Pocket Pedometer's USB connection and the company's proprietary software uploads the walking data to the member's online profile at WalkingSpree.com. The website tracks and monitors the walking data, offers the ability to calculate nutritional value on meals consumed, coaching support on fitness & nutrition, health magazine, recipes, walking clubs, blogging, forums, contests, humour and personal videos all to support the member's goals, whether to lose weight or gain vitality.

Lisa Rousseau, Co-founder and Chief Operating Officer of WalkingSpree stated "WalkingSpree.com's focus on wellness is across North America but our grassroots remain in New Brunswick. As a Maritimer, I feel a commitment to support Premier Graham in his quest to improve wellness in NB. Our new company has hired and will continue to hire New Brunswickers for various roles

in the company. We have also affiliated with local organizations such as the LEAP program at UNB and The Chef Group for providing content and information to our members.”

About WalkingSpree.com

WalkingSpree.com is an online wellness company that offers a lifestyle change to manage weight and gain vitality to its members. The website combines the USB Pocket Pedometer™ data of steps, aerobic steps, distance, calories and fat burned with other non-walking activities to determine the total calories burned. By incorporating the caloric intake from the comprehensive nutritional database on any food consumed, WalkingSpree.com members are given a daily perspective on their net calories burned. This statistical analysis is supplemented with online coaching and a health magazine to motivate members to improve their wellness. Member community support is encouraged with walking clubs, walking buddies, blogging, forums and personal videos. WalkingSpree offers a comprehensive Wellness Package with an annual or monthly subscription. Members can also choose the baseline Performance Package to track their personal walking data on the company’s website. Customized portals and wellness packages are marketed to corporations to promote wellness in the workplace. For a full view, see www.WalkingSpree.com. WalkingSpree Inc. is the owner of the website and is registered in the province of Alberta, Canada.

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