



FOR IMMEDIATE RELEASE

AppandAway Studios LLP Overhauls 28 New Fitness Apps

London, United Kingdom (05/08/2013) - AppandAway Studios LLP has announced they are updating all of their fitness applications to give customers a better user experience. These updates will allow users to download instructional videos rather than have to stream them to their mobile devices, making the video viewing experience quicker and more efficient. Videos will now play automatically, preventing users from having to stop their exercise routine long enough to start and stop the videos manually.

Users will now be able to customize their workout experience by designing their own workout routine. Enabling them to create a workout they choose while ensuring the same exercises are not performed every time the application is used. Another great feature is that users can now keep track of the physical progress they are making as a result of each exercise routine. The application will take a photo of their body that they can share with others.

Each application will have a new streamlined interface, making them easier to use. There will also be a community, allowing for interaction, built around those using any of AppandAway Studios' application. Being able to share results with others can help motivate an individual to reach their fitness goals. The new, interactive features make exercising a fun and challenging activity for participants throughout the world.

The mass update will affect the following apps:

Ab Trainer X

Ab Trainer X PRO - Get Ripped 6 Pack Abs Workout Trainer

Ab Trainer X Pro HD

Ab Trainer X HD

Butt 'n Thigh Blast FREE - Butt Lift & Thigh Exercises Workout

Butt Lift Workout Pro

Butt Lift Workout Pro HD

Butt Lift Workout HD

Belly Fat Burner Pro

Belly Fat Burner Free

Belly Fat Burner Pro HD

Belly Fat Burner HD

KettleBell Workout 360° Pro

KettleBell Workout 360°

KettleBell Workout 360° Pro HD
KettleBell Workout 360° HD
Abs Workout X Pro
Abs Workout X
Push Up Trainer X PRO
Push Up Trainer X
Body Weight Workout
Body Weight Workout PRO
Full Circuit Training Pro
Full Circuit Training
Monster Arms Workout
Monster Arms Workout Pro
MMA Abs Workout PRO
MMA Abs Workout

About AppandAway Studios

AppandAway Studios LLP is a UK startup company, founded by 2 entrepreneurs with a proven track record in both academia and industry. AppandAway develops high-end Fitness and training applications for iOS. For more information, visit <http://www.appandaway.com>

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