

PRESS RELEASE

ASSIST Creative resources Ltd
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Having the right pedometer will help you reach that goal: with Oregon Scientific, you can choose from three excellent models that will be the perfect motivators.



Almost everyone needs to get more exercise, and walking more may be the easiest way to do it.

Official exercise guidelines say adults should get at least two hours of moderate-intensity exercise a week, and walking at a pace of 3 mph — a good clip but manageable by most — counts as moderate-intensity exercise.

But knowing all this doesn't necessarily make us walk more. If you're in a non-walking inactivity rut, wearing a pedometer might be one of the least expensive and most effective ways to climb out of it.

Oregon Scientific's range of pedometers is not only exceptional value for money but they can provide just the motivation users need to make walking part of their daily exercise regime.

With a range of models, Oregon Scientific has a pedometer for everyone, from the entry level PE320, which measures the distance walked, number of steps taken and features a clock with easy to read two-line LCD display, to the PE326, which features a calorie counter so you can see how many calories you can burn off with every stride.

Top of the range is PE329 which combines all the features of the other two models with an in-built panic alarm, providing users peace of mind if they're walking on their own or in more remote areas.

Research has shown that pedometers are a good motivational tool, although maybe not by themselves. Several randomised trials show that it's the combination of wearing a pedometer and having a goal that's most effective. A common one is to aim for 10,000 steps a day - equivalent to about five miles, depending on the length of your stride.

In 2007, US researchers found that pedometer users walk more than 2,000 additional steps each day than nonusers, and their overall physical activity levels increase by 27 percent.

With Oregon Scientific, you can use your pedometer to set a walking goal, build fitness and improve wellbeing. A reasonable goal for most people is to increase their average step count each week by 500 per day (a quarter of a mile) until they can average 10,000 a day with ease.

Oregon Scientific PE320 Pedometer



It measures the distance walked, number of steps taken and features a clock with easy to read two-line LCD display. The PE320 also includes a clock with hour/minute display allowing the user to keep track of the time during an exercise session.

Key Features:

- Counts total steps taken
- Total distance measurement (Metric)
- Clock (Hours/Minutes)
- Sensitivity Adjustment for different exercise modes run/jog/walk
- Requires 1x LR43 1.5v Battery (included)

If all you want is a pedometer to count your steps without the hassle of set up and inputting your personal data this Oregon Scientific pedometer is the one for you.

SRP: £8.99 (inc VAT)

Oregon PE326CA Pedometer



Oregon Scientific offers a smart clam shell designed pedometer for exercisers who want more than just counting distance. The pedometer calculates calories, which is a great feature to maximize walking activity for weight management and general fitness.

The user has to set stride length for accurate readings, as the pedometer has sensitive step counter for movement activity. The pedometer can easily be attached to the waist by the built in belt clip. While walking, the pedometer display is easy to read as it folds out by pushing the top button on the protective case.

The HiGlo™ is electroluminescent backlight for easy viewing of the digital 12 hour clock, calorie counter and step counter. Step counter measures 0 – 99,999 steps.

Key Features:

- Step Counting Function
- Distance Measurement (Metric)
- Calorie Consumption
- Clock
- Sensitivity adjustment, for exercising in different modes run/jog/walk
- HiGlo™ backlight
- Requires 2x LR43 1.5V batteries (included)

SRP: £10.00 (inc VAT)

Oregon Calorie Counter Scientific Pedometer with Panic Alarm



Feel safe with Oregon Panic Alarm Pedometer while exercising outdoors alone. The pedometer transmits an ear-splitting 120dB emergency signal. Additionally, it is a smart pedometer for walkers or runners who want more than just counting distance.

The pedometer calculates calories, which is a great feature to maximize activity for weight management and general fitness. The user has to set stride length for accurate readings, as the pedometer has a sensitive step counter for movement activity.

The pedometer can easily be attached to the waist by the built in belt clip. While walking, the pedometer display is easy to read, using a 2 line LCD. Clock and stopwatch are also included in the pedometer.

Key Features:

- Step Counting Function
- Distance measurement (Metric)
- Calculates Calorie consumption
- Sensitivity adjustment, for exercising in different modes, run/jog/walk
- Count up timer (settable up to 99hr 59min 59sec)
- Clock
- HiGlo™ Backlight
- 120 dB panic alarm
- Uses 1x1.2v and 2X1.43 1.5v batteries (included)

SRP: **£19.99** (inc VAT)

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For more information about this press release, please contact the media manager:

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For additional Oregon product information: www.assist.co.uk/brands/oregon-scientific

Oregon Sport & Active helpline: **0845 838 5302**

Oregon Sport products are available online at www.fitnessmonitors.com

www.josmarc.com

About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training. Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.

sportASSIST is a leader in sports technology distribution and much of its success is due to it being highly integrated into the manufacturers operations, enabling ASSIST to build long term partnerships with its key brand partners.

ASSIST's current brand partners are: Timex Ironman, Timex sports & fitness measurement, Shotz sports nutrition, PowerLung respiratory trainers, Oregon Sports, Tanita professional & consumer body fat analyser scales, Cardiosport heart rate monitors, Harpenden skinfold callipers, Omron blood pressure monitors & pedometers. With more sports brands teaming up with ASSIST on a regular basis, due to a growing reputation for strong sales generating philosophies.

ASSIST creative resources Ltd was founded in 1992, incorporated in 1997, and today operates a global business, representing 20 plus international brands in the UK & European markets. ASSIST creative resources Ltd operates through seven highly focused and specialised divisions to deliver its unique sales distribution services for its brand partners.