

FOR IMMEDIATE RELEASE
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Maximise Weight Loss through Exercise with AccuRoute

Critical Path Software has recently launched a major upgrade to its flagship distance-measuring program, **AccuRoute**. The package, already recognised in running and rambling circles for its ability to measure the exact length of any outdoor route irrespective of the terrain, addresses the confusion many people feel when estimating calories burned during exercise.

In these days when obesity is seldom far from the front page, anything that helps people understand how fast their body burns calories should be welcomed. **AccuRoute** is in an unrivalled position in this respect since two of the key factors determining calorie expenditure during exercise - the distance covered and the steepness at each point along the route - are core measurements made by **AccuRoute**, yet are virtually impossible to quantify otherwise. Further, by taking into account the type of exercise - running, walking or cycling - and the person's own body weight, **AccuRoute** can calculate quite precisely how many calories that individual would burn on any particular route. Weight-watchers can therefore see at a glance which of their exercise routes offers the best weight loss options and allows them to optimise their training schedule accordingly.

Easy to load and run, **AccuRoute** has full on-screen instructions allowing it to be put to use with the minimum of fuss. The software is also perfect for any sportsman or woman who includes running as part of their training programme, or for walkers who can use it to assess the suitability of new routes before starting out - especially good if young children are taking part or when exhaustion could be a safety concern.

Dr Tony Brinklow, Director of Critical Path Software and creator of **AccuRoute** said "Fitness enthusiasts the world over recognise the importance of knowing the exact length of their training runs when following a specific training plan. Now anyone trying to shed a few extra pounds through outdoor exercise can also benefit from **AccuRoute's** special features. It's surprising how such a small number of burgers can cancel out all that hard work!"

ENDS:

Note to Editors: A free trial version of AccuRoute is available from www.accuroute.co.uk with an AccuRoute CD costing £17.

A corporate version is also available, ideal for sports clubs, leisure centres, education authorities, hotels with leisure facilities and companies that wish to offer added benefits to staff. The cost of the corporate version is dependent of the amount of users.

For more information or to arrange an interview with Dr Tony Brinklow, please contact Nick Butler at Practical Media Services.

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