

**For Immediate Release**

**GameCoach™ Combines High Tech With Old School PE School  
Equipment**  
***The First Active Gaming Lessons for PE Classrooms Released***

**(Dec 4, 2008) (Corpus Christi, TX)**---Surrounded by hundreds of physical educators at the annual Texas Association for Health, PE, Recreation & Dance (TAHPERD) conference, Source Brands, Inc., maker of the **GameBike™** and **GamePad™**, officially released the first “active gaming” lesson plans for PE classrooms. The new book and CD of lessons is entitled **GameCoach™** and is available nationwide.

The GameCoach was developed and written by Scott Bodnar, director of project development for **Youth InterACTIVE**, an award-winning, non-profit at the forefront of the national movement toward healthy, active living. Its ACTIVE Life initiative works with national leaders, schools and other institutions to develop and manage cost-effective, scalable and sustainable solutions to fight youth obesity. These solutions utilize new media, existing education and community infrastructures and the untapped power of youth as agents of positive social changes.

This 145-page resource for elementary, middle and high school physical educators is the result of an innovative and ongoing partnership between Youth InterACTIVE and Source Brands, Inc.

The lessons combine the high technology of popular video game consoles, including the GameBike and GamePads that allow participants to “plug into” these gaming systems, with the traditional (old school) equipment such as basketballs, volleyballs, jump ropes and the like. The GameCoach lessons are built around a circuit-training model where GameBikes and GamePads are interspersed among traditional equipment.

The effect is a high-energy physical education classroom and one that is definitely NOT your father’s PE, say Source Brands, Inc. CEO Richard Kentopp.

“The days of dodge ball are just about over,” says Kentopp. “New PE is all about making health and fitness relevant and fun for all students, and our products are uniquely suited to provide those experiences. The research that we conducted with hundreds of PE professionals around the country suggested that they liked our GameBikes and GamePads but needed a classroom lesson system to help produce positive health outcomes among school children of all ages. That’s what GameCoach provides.”

The GameCoach will be available from physical education catalogs and other companies that distribute PE equipment.

**For more information on GameBike, GamePad and GameCoach, visit [www.gamebike.com](http://www.gamebike.com).  
Media contact: Art Young (US) 972.644.8403 or [art@gamebike.com](mailto:art@gamebike.com)  
For more information on Youth InterACTIVE, visit [www.youthinteractive.org](http://www.youthinteractive.org)**