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San Mateo, Calif. – July 17, 2012 – [runcoach](#), a leading provider of interactive training for runners of all levels, announced issuance of patent US# 8,202,202 by the United States Patent and Trademark Office for its *Web Enabled*

Aerobic Training Methodology.

The

runcoach

workout engine and technology uses an algorithm based on personal inputs to create highly personalized online training regimens for runners based on fitness level, schedule preferences, running background and much more.

“Thousands of runners have achieved their race goals using *runcoach*’s patented online training engine,” said Tom McGlynn, CEO of

runcoach

. “We are proud to have created a one-of-a-kind coaching service that is equally beneficial for beginner runners looking to finish a race and competitive runners attempting a new PR.”

runcoach collects and evaluates 20 key data points to create a 100% customized training plan which users can access online or via an iPhone application. Unlike standard template programs and other online plans, *runcoach* is the only online training engine specifically based on aerobic training methodologies for runners that can instantly recalculate a user’s training plan and adjust for missed workouts, a change in goal race, increased fitness levels and more.

On average, runners training with *runcoach* for 12 weeks or longer, see a seven percent improvement in their race finish time compared to prior races.

Steve Curtis, 42, of Millburn, NJ successfully used the *runcoach* training service to qualify for his first Boston Marathon after several missed attempts at the mark. “I cut 26 minutes from my

previous time, or just about 1 minute per mile. For me it was the logical progression and variance of intensity with volume that made the difference. I have tried other coaching programs and *runcoach* is by far the best.” said Curtis after completing the Surf City USA Marathon in February.

Currently, more than 30 race organizations, including the Wipro San Francisco Marathon, the Army Ten-Miler, Chevron Houston Marathon and Aramco Half Marathon have named *runcoach* their Official Online Training Program.

Since partnering with *runcoach* in 2010, nearly 2,000 Zazzle Bay to Breakers runners have use the system to prepare for the race. “As a runner myself, I wanted to provide our participants the most personalized and effective online service available,” said Angela Fang, Race Director, Zazzle Bay to Breakers. “*runcoach* has set the bar higher for online coaching and the USPTO further validates the technology with this patent issuance.”

The patent for *runcoach*’s aerobic training methodology represents a breakthrough for the industry overall. While a variety of documented technologies exist for footwear, apparel and tracking devices, *runcoach*’s patent harnesses the power of web based delivery and tracking with raw compute output to create and adjust personal training plans in real-time.

“The running industry is driven not only by people who have a passion for the sport, but also by the many companies that support runners through their products and services,” said Susan Weeks, CEO of Running USA. “We congratulate *runcoach* on its newly awarded patent for its online training engine, and celebrate those organizations breaking ground in the running industry.”

About *runcoach*

We help people run more! Tom McGlynn, an accomplished runner and coach who qualified for the U.S. Olympic Trials Marathon in 2000, '04, and '08, founded *runcoach* in 2002. In an effort to make proven training methodologies more widely available, he engaged a team of programmers to create a fully adjustable, algorithmically fueled online training technology. The resulting product offers the highest level of customization of any online training solution. For

more information about

runcoach

, please visit

www.runcoach.com

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