



## **RedOctane & Tanya Jessen Motivate Americans to Get Up & Move!**

*Woman Loses 95 Lbs Playing Video Game*

For Immediate Release

SUNNYVALE, Calif./EWORLDWIRE/Jan. 22, 2004 --- This January millions of Americans begin the new year with resolutions to lose weight through diet and exercise. Tanya Jessen of Seattle, Washington, has discovered an innovative method for losing weight by playing Dance Dance Revolution (DDR) games. Tanya is teaming up with RedOctane, makers of the Ignition™ Dance Pad, to educate consumers about this fun new way to reach their weight loss goals.

DDR games combine music, video, and a dance pad controller which players use to spin, slide, dance and stomp their way to earning points. Most Dance Dance Revolution games have a Workout Mode which tracks the number of calories you burn while dancing. A person weighing 150 lbs burns an average of 16 calories per song playing the latest Dance Dance Revolution game. In just one hour of playing it's possible for a person to burn around 640 calories, compared to only burning 501 calories jogging.

Tanya, who lost 95 lbs. playing DDR, didn't start using the Ignition™ Dance Pad for exercise but for fun and entertainment. "Before I started playing DDR I was a rather sedentary person and spent most of my time playing video games or using the internet" says Jessen. "I was unhappy because I was overweight. But DDR changed that for me because it is such an active game that's really fun and easy to play for hours on end."

DDR crosses age barriers because of its wide-ranging difficulty levels; it's not only for kids to play with their friends but something that the whole family can enjoy. "The DDR product line showcases how video games have shifted from a couch potato form of entertainment," says Kai Huang, CEO of RedOctane "Tanya's story of weight loss playing on the Ignition Dance Pad is a testimony to how video games have evolved."

The Get Up and Move! education website [www.getupmove.com](http://www.getupmove.com) tells more about Tanya's amazing weight loss story and how easy it is to start playing at home. This interactive website includes a calorie counter information, target heart rate chart, and testimonials from other RedOctane Ignition™ Dance Pad players.

The RedOctane Ignition™ Dance Pad has been rated the Best Soft Dancing Pad on the market; unlike other soft dance pads, the Ignition Dance Pad is highly durable, features a dense foam cushion, non-slip bottom, and arcade sized dimensions. For information on what you need to get started working out with your own Ignition™ Dance Pad log onto  
- more-

GetUpMove.com. RedOctane is donating a portion of all Get Up & Move! website sales to charities that support physical education in schools.

About Obesity in America

Â• Americans spend more than \$30 billion on weight loss products and services each year, many of which promise easy or effortless long-term weight loss. According to the Office of the Surgeon General, less than 1/3

of adults engage in the recommended amounts of physical activity. Being overweight and/or obese are associated with increased risk of heart disease, certain types of cancer, type 2 diabetes, stroke, arthritis, breathing problems, and psychological disorders such as depression.

• 13% of children aged 6 to 11 years, and 14% of adolescents aged 12 to 19 and 61% of adults in the U.S. were overweight or obese in 1999. An estimated 300,000 American deaths each year are associated with obesity and the economic burden of obesity in the United States was about \$117 billion in 2000.

#### About Tanya Jessen

• Tanya was an overweight teenager who developed into a shy young adult who spent most of her time making friends on the internet. At the age of 17 she had her first encounter with the arcade version of DDR which changed her life forever. Not only did she manage to shed 95 lbs playing the game, but as a result of her weight loss her self-confidence has increased and she wishes to share her experience with others who are struggling with the yo-yo effects of weight loss diets and exercise routines. She is telling her story and talking about the fun of playing with an Ignition Dance Pad on MTV and QVC. To learn more about Tanya and her amazing story please visit [www.getupmove.com](http://www.getupmove.com)

#### About RedOctane

• RedOctane is the leading online retailer of Dance Dance Revolution games and accessories in the US. The company designs and produces video game peripherals and accessories including the award winning Red Octane Ignition™ Dance Pad. Based in Sunnyvale, California, the company was founded in 1999 as a video game rental subscription service and offers over 2,000 video game titles for rent. For more information please visit [www.RedOctane.com](http://www.RedOctane.com).

• The RedOctane Ignition™ 2.0 Dance Pad features an all new dense foam insert that will keep up with your fastest moves. This dense cushion insert gives you the perfect balance between fast reaction and comfort, so you can play longer and get higher scores. Longer playing times also means more aerobic exercise. The Red Octane Ignition™ Dance Pad is compatible with PlayStation-PlayStation 2, and is also compatible with Xbox and PC computers with a separately sold converter.

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