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**BEING 'DRIVE'-N TO STAY IN SHAPE IS EASIER THAN EVER  
WITH THE NEW MIO DRIVE WATCH**

VANCOUVER, BC, June 21, 2007 – Designed for fitness enthusiasts, the [MIO Drive](#) allows wearers to maximize their workouts with a calorie burn tracking program and on-demand, ECG accurate heart rate monitoring, without a chest strap.

[DRIVE](#) features MIO's signature [3500 Calorie Club Program](#). The goal of the program and the [MIO DRIVE](#) is to encourage users to burn 500 calories more than they consume each day, which will result in the loss of one pound per week. MIO uses user-settable personal information (gender, age, weight and resting heart rate) in a complex formulation to provide an accurate readout of the calories burned during workouts.

"It is a challenge to continuously stay 'DRIVE'-n once you have achieved your fitness goal" says Liz Dickinson, CEO and founder of Physi-Cal Enterprises, manufacturers of the MIO line of strapless heart rate monitor watches. "Our hope is that the new MIO Drive will help people see how easy it is to keep workouts challenging and new."

The perfect workout companion, the MIO Drive also features a stop watch with 5 exercise timers and a visual indicator of your exertion level based on heart rate and personal data. [MIO DRIVE](#) has full-featured sports watch capabilities including an alarm, chime, date, backlit display and increased swimming functionality with water resistance up to 30 meters. DRIVE is part of the new [EUROFIT family](#) that will be released in stores this September, along with [MOTIVA](#) and [BREEZE](#). These Italian designed watches have a stylish bold new look that will have customers wearing them throughout the day, not just during workouts.

Physi-Cal Enterprises is a pioneer in health and fitness innovation. MIO is the world's first lifestyle watch to accurately measure ECG accurate heart rate without a chest strap. By the end of 2007, the company will have ten models of heart rate monitor watches on the market. MIO Watches are available at retailers nationwide or online at [www.miowatch.com](http://www.miowatch.com).

