

Good Run Guide Announces Launch of 'Score My Run' iPhone App

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September 1, 2010 – Good Run Guide (<http://www.goodrungle.co.uk>) - the UK's leading independent website for runners - has announced the launch of its **Score My Run iPhone / iPod Touch app**, a new motivational tool for runners of all abilities everywhere.

Through the launch of this unique app, Good Run Guide has made available a personal age-graded scoring system, which allows runners to calculate percentage scores for their runs taking into account time, distance, age and gender. As the scores are independent of age and gender, runners can compare their own performances with those of other runners, regardless of age, by simply comparing their percentage scores. By measuring running performance in this way, Score My Run provides a great source of motivation, especially for older runners, as performance improvements can still be achieved despite slowing down with age.

Score My Run uses data collated by World Masters Athletics and calculates percentage scores by comparing your own times with those set by World Record runners, making adjustments to reflect changes in performance levels across different ages and genders.

Commenting on the launch, Good Run Guide Director John Pears said, "Measuring your running performance and setting targets for improvement can be very motivating. Score My Run helps runners achieve this by putting a simple but powerful running performance calculator in the palm of your hand that compares performances for runners of all ages".

Features of the App Include:

- Calculates a percentage score based on distance, time, age and gender
- Scores are calculated from times set by World Record runners
- Compensates for different degrees of hilliness
- Easily change age and gender settings to compare scores with friends
- Calculates pace as well in both mins/mile and mins/km
- Use your scores to help predict race results
- Use anywhere – no internet connection required

- more -

Notes to Editors

Further details of the application can be found at <http://www.scoremyrun.com>.

The Score My Run app is available for iPhone and iPod touch devices from the Apple's global App Store at <http://itunes.com/apps/scoremyrun> . Pricing is currently £1.19 in the UK, \$1.99 in the US, €1.59 in the Euro zone. Details of pricing in other countries is available at <http://www.scoremyrun.com/FAQ.asp>

Good Run Guide operates www.goodrungle.co.uk, the UK's leading independent website for runners. The website was established in 2006 and provides bespoke maps and guides to some of the best running routes around the UK, together with an integrated suite of user-friendly training tools. Good Run Guide currently receives approximately one million page hits per month.

World Masters Athletics is the world governing body for track and field, long distance running and race walking for veteran athletes.

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