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Malaysian Software Developer Launches Fitness App With Local Cycling Hero Josiah Ng

Kuala Lumpur, Malaysia, Tuesday, 16 February 2016 – Malaysians generally live to eat but with 45% of the population overweight and 18% reaching dangerous obesity levels, alarm bells have started to go off. Both the public and private sectors have a crucial role to play in steering Malaysians back to healthier lifestyles.

eSolved MSC Sdn. Bhd., an ecommerce software developer based in Penang, is helping Malaysians reverse this trend with Fitness In My Pocket, an app with a twist. According to Charles Tang, CEO of eSolved MSC Sdn. Bhd. and self-confessed fitness freak, Fitness In My Pocket seeks to inspire people to get healthy instead of just telling them what to do. "I know what it's like to be overweight", recalls Charles. "But I also know that anyone can turn things around with a little inspiration."

With financial assistance from the Malaysian Communications and Multimedia Commission (MCMC) under the Creative Industry Development Fund grant, eSolved MSC Sdn. Bhd. set out to develop a fitness app targeted at ordinary adults who aren't able to regularly attend gyms. It features workout plans with experienced trainers that are designed to inspire and motivate users. Users choose to gain muscle, lose weight, or cycle faster, and they'll be set up with training plans featuring videos with the trainers themselves demonstrating and explaining each workout.

The diverse group of trainers include Josiah Ng (Commonwealth Games Gold Medallist & 3-time Olympian), Ernie Tang (renowned personal trainer based in Melbourne, Australia) and Laurel Stelzer (certified fitness trainer based in Boulder, Colorado, USA).

Charles hopes that this app will make a positive difference to the lives of Malaysians and anyone who wants to get fitter. "As the old adage goes, health is wealth", he concludes.

Fitness In My Pocket is available on the Apple Store and Google Play for free download. To learn more, please visit <http://www.fitnessinmypocket.com>.

About eSolved MSC Sdn. Bhd.

eSolved MSC Sdn. Bhd. has been helping businesses sell their products and services online since 2001. Its continuing mission is to provide online solutions that enable businesses to succeed.

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