

GAME Puts EA's Gym In A Box To The Test



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The latest fitness game, EA Sports Active, has now hit the shelves at GAME. Before it was released, high street retailer GAME had the chance to conduct an experiment to determine whether the game is a real alternative to the gym. After a two week trial, GAME's results show that regular high tempo EA Sports Active sessions can have beneficial health and fitness effects, as within a week the weight loss target of the experiment had been met.



Corrinne Garstang, Online Content Manger at GAME, who engaged in the experiment intensively for two weeks, commented "I think I represent a large part of the population who want to incorporate exercise into their lives, but simply don't have the time or money to join a gym. With so many fitness titles on the market, EA Sports Active really stood out because it had a more 'grown up' feel compared to other titles on the market. And after months of feeling increasingly unhappy about my burgeoning waistline I was desperate to see if it really worked".

More interactive than a fitness DVD and less cumbersome than home fitness equipment, [EA Sports Active](#) is the latest offering in the ever popular home fitness genre, competing against existing popular titles such as Wii Fit, My Fitness Coach and Jillian Michael's Fitness Ultimatum. It offers a range of traditional cardio-vascular and targeted exercises allowing users to

experience the variety and challenge of a gym workout in their own living room.

With the number of overweight and obese people in the UK having increased in recent years, the subject of affordable and accessible exercise is one of growing importance.

Corrine thinks fitness games like EA Sports Active Challenge can help.



"I don't think 'fitness gaming' is an alternative to the gym if you're training for the London Marathon," said Corrinne, "but if you're an ordinary person looking for a way to fit meaningful exercise into your life then titles like EA Sports Active are definitely the way to go."

Half way through her two week [EA Sports Active Challenge](#) Corrinne had already reached her two-week weight loss target of 3lbs.

EA Sports Active is available now on the Nintendo Wii and Corrinne's [EA Sports Active Challenge blog](#) can be followed online.

About

GAME is a specialist European retailer of PC and video games, video consoles and related accessories. GAME caters for all formats, including Xbox, Wii, PS3 and all the relevant accessories such as the [wii nunchuk](#). GAME operates from over 1,300 stores, concessions and franchises in the UK, Eire, Sweden, Denmark, Norway, Spain, Portugal, France and Australia. Together with online shopping services, the company's aim is to be the destination of choice for every consumer.

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