



## Press Release

**Date:** 25.03.10

### **PB Go new iPhone App encourages young people to keep fit.**

PB Go is available now on the iTunes App Store for US\$1.99, £1.19 or AUS \$2.49  
<http://itunes.com/apps/pbgo>

PB Go is a funky new iPhone app designed to help parents and children celebrate personal best achievements. After recording a result, on the track or in the pool, a new champion card is created with the athlete's photo on the front and their results tabled on the back.

Alli Black and Jason Castan, directors of Never Can Tell and based in Melbourne Australia, built their first application with their 11 year old son in mind, Miles, who loves swimming.

Jason Castan, a long standing member of the Apple developer community said "PB Go is fun and very simple to use. We trust it will help young people to keep fit and strive for their best, regardless of where they come in a competition."

Alli explained "PB Go is our first iPhone application and it's been a huge learning curve building it together. Miles was involved in the design of PB Go from the start, including what looks cool and what's not cool and how to navigate around the app. Last week we were at the pool and Miles asked me to time his 50 metre freestyle. He beat his PB by .06 of a second and we went crazy together punching the air and mucking around. Everyone around us started laughing." Miles also likes being on YouTube, starring in the promo trailer. <http://www.youtube.com/watch?v=rS9MwdGV8m4>

Anyone with an iPod or an iPhone and a copy of PB Go can email their champion card or all their event results to family, friends or their coach. Leading childrens health organisations encourage this model of self value and goal setting.

Some of the key benefits of PB Go are:

- Makes training more fun
- Encourages children to keep fit
- Celebrates Personal Best results
- Builds resilience
- Provides a digital tool for interaction between parents and young people

### **About NCT**

Never Can Tell develops iPhone, iPod and iPad applications and has over 20 years experience working with the Apple platform. NCT is based in Melbourne Australia and builds each unique app with exceptional user interface and unique graphic designs.

### **Media Contact**

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# PB Go Screen shots

