



AllSport GPS Sponsors Ben Davis "Do Life 5K Tour" to Promote Health and Fitness

SUNNYVALE, Calif., June 17, 2011 /PRNewswire/ -- This summer, AllSport GPS™, a popular mobile fitness app developed by Trimble (NASDAQ: TRMB), will sponsor the Ben Davis "Do Life 5K Tour," an amazing 31-city tour to promote good health and exercise. The Tour is the brainchild of Ben Davis, a 24-year-old from Little Rock, Arkansas with an inspiring personal story of overcoming obesity.

Over three years, Ben lost 120 pounds and step by step he transformed into a 5K runner, marathoner and now an Ironman athlete. His story has garnered national attention, attracted more than one-million viewers on YouTube, and has inspired countless others to "do life" themselves.

The "Do Life 5K Tour" kicks off in Boston on June 18. At each event, Ben will share his story, provide wellness tips, and help others overcome their workout fears. The Do Life Movement is a grassroots support network of people who want to take back their lives and become healthy. Ben will also encourage inspiring do-lifers to run a 5K alongside him and his biggest supporters and co-founders of the Tour—his brother and dad.

"The important thing is not that we be fast or that we even run the thing. Come walk, jog, rollerblade or bike. This Tour is about being together and being active," said Ben Davis who journals his story at bendoeslife.com. The Tour concludes in Seattle on July 27. See allsportgps.com/bendavis for a full list of events.

According to the Centers for Disease Control and Prevention, 72 million Americans are obese and, from 2007 to 2009, the number of obese adults in the U.S. increased by 2.4 million.

"Ben is a voice of inspiration for millions of Americans. His weight-loss story is inspiring and can empower people to take charge of their lives. We are excited to make Ben an AllSport GPS ambassador and be part of the Do Life Movement to help people live healthier lives," said Kris Wagner, marketing director for AllSport GPS.

AllSport GPS is a mobile app that tracks workouts—runs, bike rides, walks—and more than 20 fitness stats, including calories burned, miles, and speed. AllSport GPS is available on more than 300 mobile phones worldwide, including iPhone, BlackBerry, Nokia, and Android devices.

See Ben's Story on YouTube: <http://www.youtube.com/watch?v=8SbXgQqbOoU>

Follow the Do Life Tour on Facebook: <http://www.facebook.com/DoLifeMovement>

About Trimble Outdoors

Trimble Outdoors, a Trimble business, develops GPS-enabled mobile apps and map solutions for fitness and outdoor enthusiasts. Its popular apps—Trimble Outdoors™, AllSport GPS, Geocache Navigator™, Cabela's Recon™ Hunt, and Backpacker GPS Trails—run on more than 300 mobile devices worldwide and help consumers navigate on trails and off-road, track fitness workouts, find caches and more. Trimble Outdoors is also a leading provider of print and digital maps for hikers, hunters, and campers via the MyTopo brand. By leveraging Trimble's 30 years of commercial expertise in GPS, software, and communications, Trimble Outdoors delivers cost-effective and convenient position-based services that promote consumers' well-being, security and active lifestyles.

For more information about Trimble Outdoors, visit www.TrimbleOutdoors.com.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location—including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

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