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Press Information

EyeToy®: Kinetic

Professional Consultants

The in-game virtual trainers are there to manage your fitness programme, to help refine and develop your exercising technique and, of course, to provide that all-important friendly motivation. To ensure the highest quality standards and the most realistic style, the EyeToy: Kinetic team worked with two leading fitness trainers on the characters' development – Kathryn Freeland and Paul Lubicz.

Kathryn Freeland

Founder, Absolute Fitness

Celebrity trainer, TV personality and fitness expert, Kathryn Freeland is a leading voice for health and fitness. After completing a degree in Classics, working for a city bank and successfully managing a Kenyan riding school, Kathryn combined her Personal Training skills with business acumen to found 'Absolute Fitness Ltd' in 1997. Through promoting outdoor training and a fun, effective and realistic approach to fitness, Kathryn has worked with a number of celebrities including Cate Blanchett, Claire Sweeney, Jade and Nadia from Big Brother and Matthew Wright.

Having established the 'Absolute Standard™' as a mark of outstanding personal training and customer care commitment, Kathryn is recognised by the media as a key player in the fitness industry. Appearing on ITV's Fit Club, R.I.S.E live, You Are What You Eat DVD, Big Brother Follow Up and numerous radio interviews, Kathryn is active in communicating the benefits of an holistic approach to health. Her confident articulation of an attainable healthy life has led to regular features in The Guardian, The Daily Mail, The Evening Standard, Harpers & Queen, Red, Elle, Glamour and Men's Health amongst others.

With her infectious enthusiasm for fitness, extensive professional experience and innovative approach to well-being, Kathryn is the natural choice for EyeToy: Kinetic. Commenting on her collaboration with Sony Computer Entertainment Europe and Nike MOTIONWORKS, Kathryn says, 'I am thrilled to be a part of the Kinetic experience – it is nothing short of a revolution in fitness training. Anything that gets real results in a safe, affordable and fun way gets my support, and Kinetic offers all of this.'

Paul Stephen Lubicz

Personal Trainer and Consultant

Renowned for getting results, Paul Stephen Lubicz is sought after by A-List celebrities, international royalty and multinational corporations for his unique approach to wellbeing management.

Hailing from Perth, Western Australia, Paul comes from a natural health and fitness-based environment. With a strong background in swimming, yoga, pilates and kickboxing, Paul has devoted himself to becoming a leading authority on general health and fitness issues with more than nine years experience in the health and fitness sector.

Paul is an internationally accredited fitness professional and in demand with the national newspapers, magazines and fitness sector media. In addition, he is a published author having written "Body Conditioning for Men", published by Hamlyn. He currently divides his time between the wellbeing management of private clients, corporate consultancy and journalism.

Paul has been working with increasing frequency with the stage and film industries training actors for film and stage roles. This has included work with the cast of Billy Elliot [The West End Stage Show], Pirates of the Caribbean 2 and 3 [Disney Films], Domino [New Line Cinema], Everest and Pride and Prejudice [Working Title Films], Closer [Columbia Films], Troy [Warner Bros. Films] and The Calcium Kid [Working Title Films].

For further information: www.psltraining.com

For further information please contact your local PR manager.