



Games That Are Good For You™

For Immediate Release

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Oregon company responDESIGN (www.respondesign.com) replies to claims by Oscar-Winning writer, Roger Avary

Avary of bloody "Pulp Fiction" fame, alleges Oregon-based, responDESIGN, stole the idea for responDESIGN's Yourself!Fitness™ game in effort to cut him out of lucrative growth in the revolutionary fitness gaming category.

Yourself!Fitness creators urge Avary to exercise his body more and his creative fantasies less. Will provide fitness program if he can get off the couch to use it.

Portland, Ore. (November 18, 2004) -- For the uninitiated, self-described "overshadowed" screenwriter and Oscar-winning [weblogger](#), Roger Avary, filed a lawsuit this week against Microsoft - one of the largest corporations in the world and responDESIGN, one of the smallest, alleging among other things, fraud and breach of contract.

responDESIGN CEO Ted Spooner called the claims, "completely false, Microsoft did not participate in the development of this product in any way, shape or form. This product was an original creation of responDESIGN and my partner Phin Barnes. We can't understand why one man should attempt to stop millions of people from getting the health and fitness assistance they need."

responDESIGN co-founder and game creator Phin Barnes says, "I am flattered that my independent creative efforts have made an Oscar winner jealous. The difference between me and Mr. Avary is that while he sits back and makes claims, I have co-founded a company and put a great health and fitness tool in the hands of those who need it."

A few facts from responDESIGN:

1. responDESIGN developed the idea of Yourself!Fitness independently.
2. responDESIGN conceived of Yourself!Fitness prior to the dates Mr. Avary claims he shared his idea with outside parties.
3. responDESIGN expects to vigorously defend itself in this matter because Mr. Avary's allegations are simply untrue.

About Yourself!Fitness

Yourself!Fitness - a fitness program NOT created by fiction writer Roger Avary -- represents an evolution in home fitness moving beyond one-dimensional fitness videos and self-help books as it is truly personalized and fully interactive. It represents a revolution in the gaming industry as it is focused on a long neglected market segment: women. For more information about Yourself!Fitness please go to www.yourselffitness.com.

Founded in 2003 by Ted Spooner and Phin Barnes, **responDESIGN** is a privately held corporation based in Portland, Oregon. responDESIGN's mission is to unlock the power of the game console by building "Games That Are Good For You." For more information please go to www.responDESIGN.com or contact Tricia Savitt, tricia@threepr.com, direct: 503-449-6580.

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