



## STRANDS PRESENTS ONLINE TRAINING LOGS

**Abel Antón: “I would have liked to have this as a training log many years ago”**

**Madrid, April 23, 2009**

Strands, a company in which BBVA and Antonio Asensio hold share, announces today a new service-oriented website. The service, Strands.com, allows runners, cyclists, swimmers, triathletes, and other athletes to maintain a record of the training in electronic form.

Strands.com users can post the routes and distances traveled both manually and automatically by using devices like Nike Plus or Garmin. In addition, Strands.com displays statistics graphically to be compared to those of other athletes, along with other advanced features desired in a training log.

The base for this new service has been the Spanish-based website Mientrenamiento.com created by Vincent Gozalbo, who is now part of the Strands Team. Besides the common features of a daily training log, Strands.com allows its users to add other online services using the idea of “life-streaming.” In this way, users can add videos or pictures from services like YouTube and Flickr, and share their training through Twitter or Facebook. Strands.com is also accessible from the Strands iPhone App, now available in the iTunes App Store.

Strands has announced the addition of Abel Antón, the two-time World Marathon champion, as Director of Marketing, who says: “The last few months have been like the last miles of a marathon. We have worked very hard to be able to make this product a reality.”

“Daily training logs are frequently used by hundred of thousands of athletes of all levels. I would have liked to have this as a training log many years ago,” adds Antón.

Other athletes who have joined the Strands Team are Fabián Roncero (current European half-marathon record holder), Paquito Ribera (current cross-country Spanish champion in the Masters category), Roger Roca (Spanish champion of the 2009 Barcelona Marathon), and Roberto Garcia (Olympics, 2004).

Company president, Francisco J. Martin, who was running a half-marathon in 1 hour and 11 minutes years ago, says: “My dream is a mix of my two passions: technology and athletics. I would never have imagined that I would work in the day-to-day alongside my usual superheroes like Abel Antón.”



### **About Strands**

Strands was founded by the Spanish scientist Dr. Francisco J. Martin, with headquarters in Oregon, and is leading social recommendation systems. Strands is owned by Antonio Asensio, BBVA, Sequel R & D, and Debaeque. In recent years, Strands has implemented Recommendation technologies in other fields, such as music and personal finance. Every day, millions of people receive recommendations generated by Strands – [www.strands.com](http://www.strands.com)

### **About Abel Antón**

One of the best Spanish athletes in history. Twice champion of the World Marathon, Champion of Europe 10,000 ml, Prince of Asturias Prize in 1997, and has participated in 4 Olympic Games.

### **More information:**

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