

Allen Carr's Easyway method now available through iPod & iPhone

Innovative game helps smokers quit

Allen Carr's Easyway to Stop Smoking is cooperating with leading technology company Apple to bring its innovative "stop smoking" game to the iPod portable music player, and the iPhone multimedia telephone.

This pioneering electronic game, originally designed by Ubisoft Entertainment, previously launched with considerable success on the Nintendo DS Lite gaming console and has been available on the Cyprus market since the end of 2008.

As a result of this new collaboration with Apple, iPod owners can now download the video game "My Stop Smoking Coach", which is based on the Allen Carr's Easyway to Stop Smoking method, and quit smoking in their own time and place. The game is also available to iPhone users, who can download it as an application through the iTunes Store.



Through these new technological developments, more and more smokers can now access Allen Carr's Easyway method. The fun game, targeted at smokers looking to quit, now allows iPod and iPhone users to actively participate in this unique application, by entering details on their smoking experiences. At the same time, users will be in a position to choose their accompanying therapist, who will guide them through the process of quitting smoking.



Commenting on the new agreement, Mr. Kyriacos Michaelides - Allen Carr's Easyway Cyprus representative and Therapist - said: "The radical ways of applying the Allen Carr's Easyway method never come to an end, and this is proven through our collaboration with technology titan,

Apple. Our goal is, and always has been, creatively transmitting Allen Carr's message for a permanent liberation from smoking."

