

FOR IMMEDIATE RELEASE:

Pocket Diet Puts Weight Control in Your Pocket

Great Falls, VA, June 23, 2005 - Forget about weighing food, counting carbs, and spending hours preparing special meals. Put weight control in your pocket...your pita pocket, that is.

Easy and convenient, the soon to be released book, *The Pocket Diet* (published by LINX, ISBN 0964238691, Price: \$10), teaches portion control by using pita pockets (each holding 2-3 ounces of food) to monitor portion sizes. Along with great tasting pita pockets the plan consists of fruit, low fat yogurt, raw veggies, nuts, and other healthy choices at various intervals throughout the day. Rather than eating three big meals, the plan is designed so that you will have several small ones and will rarely, if ever, go hungry.

This plan, consisting of everyday foods, will be embraced and a big hit with the whole family. Kids can enjoy peanut butter-and-jelly or ham and cheese in the edible, hand-held containers, while adults can fill up with tasty stir-fry, scrambled eggs, chicken or other meats and vegetables. Pocket diet meals are a healthy option when in the car or on the go.

Along with being practical, the *Pocket Diet* has been proven effective. When tested on 38 volunteers at Community Memorial Hospital in Menomonee Falls, Wisconsin, all participants lost weight, dropping an average of 8 pounds over six weeks. One individual lost 17 pounds.

The Pocket Diet by George Kashou and Caitlyn Lorenze, RD which, rather than being "one plan fits all" offers a variety of meal options tailored to your body type and activity level. It's also flexible, so you can eat any food combination at any meal or snack time.

According to co-author and dietitian Caitlyn Lorenze, people are less likely to quit their diet if food is good-tasting and plentiful. "Putting your food in a pita pocket is much easier than other portion control methods like trying to visualize portions as the size of a tennis ball or tote around food scales or measuring cups," she observes. So shed those extra pounds – and keep them off --with the *Pocket Diet*.

ABOUT - LINX is a small press publisher that develops books and community- based support websites.

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