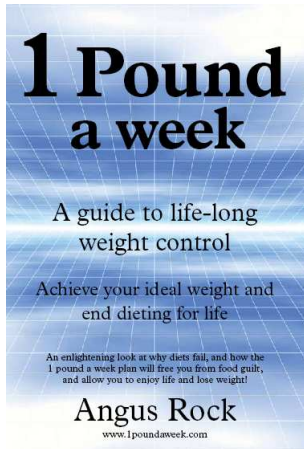


PRESS RELEASE



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1 Pound a Week Paperback Book, ISBN: 978-0-9564923-0-2.

About the Author

Angus Rock grew up near Oxford, in the heart of England. Ever since his first job which was to design the first ever microbiological contact plate media pouring machine for a laboratory equipment company, he has spent his professional life as an innovator. He went on to be involved in the design and manufacture of the very first micro-processor based stepper motor tachometer (rev counter) for the motor racing industry, a concept that is now used in the instrument cluster of all road cars today. He has won a British Design Award from the UK Design Council, a Department of Trade and Industry Smart award and been awarded a number of international patents. These awards are for the high level of innovation

involved in the projects he has undertaken. Angus brings this innovative thinking to the age-old issue of weight loss and weight control in a refreshing, frank, and often witty description of his own journey to find a new, and above all, effective way to lose weight, and gain back the weight control he last experienced in his twenties.

By taking a fresh approach to solving the often complex issue of losing weight, he has discovered a simple, no nonsense plan that practically everyone can follow and succeed with. The simplicity of the *1poundaweek* plan overcomes the complex internal conflict we all experience between our conscious and subconscious brain. The plan helps to co-ordinate these two parts of the brain to work together and then a special set of conditions are established that can result in anyone achieving considerable targeted weight loss, and life-long weight control. This is a fascinating story into the workings of our minds, and how little changes can make huge differences.

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