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## **Expresso Fitness Takes Exertainment Category to New Heights with Next Generation Interactive Fitness Bike and Online Services**

Internally Developed "S2" Bike and Expresso.net Services  
Place Company on Path to Expanded Growth and Profitability

**Sunnyvale, Calif. – November 9, 2006** – Having pioneered the emerging "exertainment"/interactive fitness industry with the revolutionary Spark virtual reality-enhanced fitness bike, Expresso Fitness today announced the launch of the S2, the world's first Web-enabled, interactive fitness system for gyms and health clubs. Designed by Expresso Fitness, the S2 fitness bike leverages the best elements of the Spark in a sleek new package that's as fun to look at as it is to ride.

The company also unveiled Expresso Services, a suite of Web-based services that – for the first time – can turn the cardio fitness floor into a profit center for health clubs. Expresso Services, which can be accessed via [www.expresso.net](http://www.expresso.net), enables riders to personalize their fitness experience anytime, anywhere, using a standard Internet connection. In addition to better serving individual riders, Expresso Services provides new revenue streams for facility owners through memberships, contests and events.

"We're extremely proud of our next generation Expresso bike, which was designed from the ground up by our team of hardware and software experts," said Brian Button, CEO of Expresso Fitness. "By moving to our own hardware platform, we've created a more tightly integrated product that's more cost effective and efficient to produce as demand for the bikes continues to increase."

Expresso Services and Expresso interactive bikes are the industry's only complete, integrated fitness systems, providing gym-goers with a unique fitness experience and fitness centers with tools to boost the attraction and retention of new members.

"Expresso Services present an entirely new fitness paradigm for fitness facilities and their members," said Button. "We've responded to our commercial customers' desire to bring new revenue streams to their business, and will support them with marketing and program support. Fitness club owners and managers will quickly realize the potential of these programs, once they see their members' reaction to

our motivational and competitive features, like *Performance Tracking, Ghost Riders* and *Leader Boards*.”

Espresso Services allow riders to access a personalized Website ([www.espresso.net](http://www.espresso.net)), where they can view their fitness results, gauge their progress, and sign up for contests and events. Riders can also view *Leader Boards* to see how they rank against the top riders in their facility. These options encourage riders to adhere to their training programs and focus on improving their performance.

Espresso bikes simulate the experience of biking outdoors, offering dozens of virtual courses with varying levels of difficulty. The bikes’ displays also provide exercisers with personal data such as heartrate, power and calories expended as they ride. Exercisers can beat their best times by racing *Ghost Riders*, virtual representations of their best previous rides! Courses also feature configurable *Pace Riders* that exercisers can follow or attempt to out-ride. By networking Espresso bikes locally, facilities can allow their members to compete against their friends. Espresso Fitness is the *only* company offering automatic updates to commercial fitness equipment, sending new features, music and courses regularly via an Internet connection.

Espresso systems are sold to fitness facilities and consumers in North America and Europe. For more information, visit ([www.expressofitness.com](http://www.expressofitness.com)) and ([www.espresso.net](http://www.espresso.net)).

**About Espresso Fitness:**

Sunnyvale, CA-based Espresso Fitness was founded in 2003 with the mission of satisfying an exerciser’s need for an engaging and effective cardiovascular fitness experience. The company leverages the benefits of superior interactive technology at an affordable cost to provide the health, sports and fitness industry with fully integrated, virtual reality-enhanced cardio fitness systems and revenue-generating customer services. Bringing together virtual reality, stationary bike equipment and personalization tools into single, commercial-grade cardio fitness systems, Espresso bikes are revolutionizing indoor exercise.

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