



Contact: Katie Williams  
Formula PR  
619.234.0345  
[williams@formulapr.com](mailto:williams@formulapr.com)

**Expresso Fitness® Challenges Attendees to “Change Your Pace”  
at IHRSA 2008**

*Company Featuring New Recumbent Bike and Exciting Giveaway*

Sunnyvale, Calif. – March 4, 2008 –Expresso Fitness®, a leading developer of commercial grade, Web-enabled cardio fitness systems is excited to announce their participation in the IHRSA trade show, taking place March 6-8 in San Diego, and extends an invitation to all attendees to “Change Your Pace.”

In conjunction with the announcement of the new Expresso Recumbent Bike, the S2r™, Expresso will be hosting the “Change Your Pace” contest at booth number 3346, encouraging visitors to experience the enhanced line of options now available to fitness facilities such as recumbent and upright bikes; Tours and Chases; real-time competitions; and new seasonal, age and gender-based Leader Boards.

“The Expresso Recumbent Bike represents an expanded line of offerings for our customers. To share our enthusiasm, we designed the ‘Change Your Pace’ contest and will reward someone with a free interactive bike,” said Brian Button, CEO, Expresso Fitness. “We invite IHRSA attendees to come to our booth and demo our bikes, to see why fitness equipment that is always new provides a superior solution for attracting, motivating and retaining exercisers.”

While visiting the Expresso booth, IHRSA attendees who ride a five minute Expresso Chase™ will be eligible to win a brand new Expresso Bike worth up to \$5,295. Each rider will receive one entry form and the winner will be announced during the show on Saturday, March 8 at noon.

The launch of the Expresso Recumbent Bike also symbolizes a benchmark in the company’s history as it represents steps toward a full line of state-of-the-art interactive systems. Fitness facilities are now able to offer their customers their choice of the new Expresso Recumbent Bike featuring a low-profile, ergonomic seat and a walk-through design, or the Expresso Upright Bike, engineered to engage the core and allow riders to achieve a higher intensity workout.

- more -

Similar to the Company’s revolutionary line of upright bikes (including the S2u™), the Espresso Recumbent Bike is the first of its type to fuse Web-based exer-gaming features with a customized workout experience. It includes the advanced hardware and software that is standard on all Espresso Upright Bikes, while providing riders with the advantages of a low-impact workout and a 19-inch wide LCD screen for viewing the Company’s signature Tours and Chases. The handles of the bike also come equipped with integrated steering and shifting mechanisms.

The Espresso Recumbent Bike will be on display at IHRSA at booth 3346 and available for purchase beginning in May. For more information, please visit [www.expresso.com](http://www.expresso.com).

**About Espresso Fitness®**

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, commercial-grade virtual reality-enhanced cardio fitness systems that are revolutionizing indoor exercise. Espresso systems are sold to fitness facilities and consumers in North America, Europe and select international locations.

###