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Expresso Fitness® Launches First Virtual Reality Cardio Bike for Kids
Fitness Industry Leader Introduces Commercial Grade Cardio Bike Created Specifically for Middle School Students

Sunnyvale, Calif. (March 16, 2009) – Expresso Fitness®, the leading supplier and developer of interactive cardio fitness systems, today announced the launch of the S3 Upright Youth Bike, a virtual-reality cardio bike created specifically for children ages 9-14. The S3 Youth Bike is the only commercial-grade cardio bike designed to promote physical fitness among middle school-aged children with cutting-edge technology that engages and immerses young riders. This truly personalizable bike provides parents, schools and fitness facilities with an innovative, new tool in their fight against childhood obesity.

“We are excited to provide children with a piece of real fitness equipment that is not only their size, but is also fun and challenging,” said Brian Button, CEO of Expresso Fitness. “Over 30 virtual worlds and an exciting chase game are just the beginning! Kids can compete with friends, collect virtual rewards for passing milestones and challenge themselves to improve their scores. The bike is also equipped with advanced steering and shifting mechanisms, just like real bikes, so children won't even realize they are working out.”

The S3 Youth Bike is an extension of Expresso's already popular S3 product line, which includes upright and recumbent bikes, and continues the tradition of using the highest-quality durable, advanced, integrated cycling systems and a 19" LCD screen. However, this new bike is built to fit most riders that range from 4'2" to 5'10" in height and up to 350 pounds. The seat, handlebars, LCD display and cranks are all sized and positioned to accommodate riders of middle school age.

“Childhood obesity is a major epidemic that we can't ignore,” Button continued. “Our Youth Bike is a great way to introduce kids to exercise, which is the first step to winning this battle. Youth riders can race against their peers or ride along with their parents and coaches to not only feel challenged, but to also show off the progress they've made.”

The S3 Youth Bike is the only youth-focused piece of workout equipment that provides direct feedback on fitness metrics which are required by Physical Education Program (PEP) grant guidelines. The bike utilizes the same advanced

drive train technology, premium computer system and rich interactive experience as the entire Espresso line.

The S3 Youth Bike is \$4,995 and is available for purchase for the home, fitness facilities and schools. For more information and a list of local distributors, please visit www.espresso.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.

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