

Customer Story

April 22, 2008



Silver Challenge I: Race to the Leader Boards March 21 to April 3, 2008

During the month of March, Expresso Fitness® held Silver Challenge I: Race to the Leader Boards - the first contest exclusively for Silver Members. The event was held in conjunction with the release of the new Expresso Leader Boards that allow Silver Members to filter their ride results based on age, gender and the season.

Any Expresso Silver rider who occupied a top three spot on any of the new Leader Boards by April 3 was rewarded with an entry into a prize drawing that featured four \$500 gift REI gift cards. The more top three times a rider captured, the more entries into the drawing they received. The competition was fierce, as hundreds of riders attempted to occupy as many Leader Board spots as possible.

The hard work paid off for Jeff Socia who captured 26 top three Leader Board spots. Jeff who trains for the outdoor mountain bike racing season at Franklin Athletic Club in Southfield, Michigan was happy to receive help for the upcoming racing season in more ways than one. "The Expresso Bikes have helped me physically get ready for the racing season...and the REI gift card will help financially support my racing addiction this season!" exclaimed Jeff upon being notified that his name had been selected.



Jeff Socia who trains at Franklin Athletic Club in South Field, MI



Mark Proia at the YMCA in Batavia, NY

"I've gone from 240lbs down to 200lbs, I'm in the best shape I've ever been in my life, and my heart is now healthier than it's ever been - and I owe it in large part to the Expresso Bike" exclaimed another contest winner, Mark Proia, who rides at the YMCA in Batavia, New York. Since recovering from a heart attack and heart surgery several months ago, Mark has made riding an Expresso Bike part of his regular work out. He just recently rode his 1,000th mile on an Expresso Bike and continues to have impressive results.

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Glenn Neally, a member of the YMCA Walter & Betty Ward in Abingdon, MD was also a \$500 REI gift card winner. Glenn enjoyed the extra work out motivation that Silver Challenge I provided. “Expresso Bikes have been a great motivating factor for me getting back in shape and the contest raised the bar even further by pushing me to compete” Glenn commented.

“Awesome contest, thanks for the extra motivation” responded CJ Stewart of The Woodlands, TX, who works out at the YMCA S. County Shadow Bend after learning he was selected as the fourth prize winner.

Expresso would like to congratulate all of the winners and thank everyone who participated in Silver Challenge I: Race to the Leader Boards. The Silver Challenge Series of contests continues in May.

About Expresso Fitness®:

Sunnyvale, California-based Expresso 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. Expresso systems are sold to fitness facilities and consumers in North America, Europe and select international locations.

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