

A note from Expresso

We all know that the Expresso Bikes are different, and in a really good way. The bikes and on-line features change every season as we develop new features to attract and retain your members. We have so many great things to tell you this month that it is hard to keep track of it all! And that is the purpose of this newsletter – to put all of the interesting things about the Expresso Bikes and our Membership Services into one convenient place. We hope that you find it useful, and would love to hear your comments on how to improve it at contact@expressofitness.com.

Spring Bike News

Expresso launches a new bike and new features for everyone! Plus Leaderboard and Contest Updates

Meet Our New Bike!



The new Expresso S2r

Our most exciting news for spring 08 is the introduction of the Expresso S2r Recumbent Bike. Early installations have logged thousands of miles with exceptional results. Shipments begin next month. [Click here](#) for the S2r Data Sheet.

New Features for Everyone!

The new S2r will be introduced with several new features, and these same features will be updated on all internet connected S2 and S2u bikes. Be sure to share this news with your trainers and membership!

MyExpresso is a combination of features that allow riders to personalize their experience, track their progress, and celebrate their achievements. These are all proven ways to improve program retention –from dieting, to quitting smoking, to (you guessed it), staying on an exercise program! You are already familiar with many of these features including Ghosts, life-

time fitness stats for riders using an ID and workout tracking and records at www.expresso.net. New this Spring is the Milestone Program.

The **Milestone Program** is an incredibly motivating new feature that surprises riders with a Trophy when they reach preset Milestones. The Milestones are designed to get more difficult over time, encouraging riders to continue to improve.



In addition to receiving a Trophy during their ride when they achieve a Milestone, Trophies are kept in a Trophy Room at expresso.net for later admiration. The Trophy Room also has information on their progress to their next Milestone.

Expresso Power Assist™ Mode: Because it's fun to go faster!

Expresso's Power Assist mode exhilarates riders by giving them a power boost that allows them to speed through our Tours at a much quicker pace. This is in direct response to requests from some riders to go faster in the tours. This mode can be easily accessed by selecting the menu button and selecting "Power Assist" in the route selection screen.

Power Assist is designed specifically for riders who average less than 120W on the standard mode, making it ideal

Upcoming Events

June 10th	Power Assist and Milestone Program updates (internet connected bikes)
June 16th	Global Contest
June 20th	Leader Board Summer Season Reset

for unfit exercisers just starting a workout routine, as well as older and younger riders. We also are finding that stronger riders looking for an "easy day" and riders that would like to complete a longer tour in a shorter time frame really like the mode too. Power Assist riders can also use the multi-player mode and ride along with friends that ride at a faster pace.



This mode can be easily accessed by selecting the menu (expresso) button and selecting "Power Assist" in the route selection screen.

Other Bike Updates

We have made some changes to the bike display to improve the rider experience. This includes making it easier for riders to create a unique and memorable Expresso ID; organizing fitness data so it is easier

for the rider to find the information that he needs; and finally, improving the messages on the bottom of the screen to better explain the features of the bike. Finally, your bikes are now personalized with your facility name on the sign in screen. Please call us @ 888.528.8589 x9 if you notice anything that needs updating. These changes will affect the S2 and S2u only.

Summer Leader Boards open June 20

Espresso launched new age and gender-based Leader Boards for Silver Subscribers on March 20th. We are getting overwhelmingly positive response as riders compete with their peers! This is one of the most requested features from our riders, and we hope that this will provide further encouragement for riders to improve their standings over time.

To keep the competition fresh, we also added seasonality to the Boards. This means that Spring 08 Leader Boards that began on March 20 will close at 11:59 pm on June 19, and the Summer 08 Leader Boards will begin at midnight on June 20th. (Please note that the Spring 08 and the All-Time Leader Boards will still be available on [expresso.net](http://www.expresso.net).)



The "Thrill of the Chase" T-shirt for our winners!

Espresso Contests Update

You can now look forward to a new Espresso contest or event every month. Espresso contests are one more way that Espresso bikes motivate and reward your members for working out.

Our next contest, **Global Summer Challenge: Thrill of the Chase** begins June 16th.

Rally members of your facility to ride Espresso Chases during this community building contest. Espresso will reward the fitness facilities whose members can score the most points

on Chases. The top scoring facility will win 2 months of Silver membership for its members and the top three facilities will score Thrill of the Chase commemorative plaques to display. Individual riders will also have a chance to win limited edition Thrill of the Chase t-shirts. Custom PDF contest flyers are available at [expresso.net](http://www.expresso.net) for you to print out and post so you can promote this contest to your members.

[Click Here for Global Summer Challenge: Thrill of the Chase Official Rules](#)

[Click Here for Global Summer Challenge: Thrill of the Chase FAQs](#)

Thrill of the Chase is our 5th contest of 2008. Rider response and participation has been enthusiastic. We've had great feedback and seen strong increases in ridership during contests. The results of the first 4 contests and details of our year long contest the **2008 Silver Challenge Series** can be found at www.expresso.net.

Did You Know?



Miles ridden during May on Espresso Internet connected bikes = 1.2M Miles (5 trips to the moon)



Calories burned during May on Espresso Bikes = 38.4M (35,000 fast food meals: (cheeseburger, fries and a coke)



Total Hours ridden to date = 880,700hrs (100 years)

For more information on any of the articles mentioned in this newsletter please feel free to contact us.



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