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Expresso Novo Bikes Receive Extensive New Software Upgrade

New tours and HotConnect Facebook integration will be delivered in February

Sunnyvale, Calif. (January 31, 2010) – Interactive Fitness Holdings® (“IFH”), announced that today it has completed the largest new release of Expresso on-bike software since the company was founded. The release includes miles of new terrain with five new Tours and an unprecedented new level of bike integration with Facebook. The new software will be released in February. It will be placed on new shipments and automatically downloaded to all network-connected Expresso S3u/y Novo bikes with Expresso Live subscriptions.

The February release sets another industry first with a new feature, called HotConnect, which brings Facebook integration right down to the rider at the end of their workout. Riders who finish a stellar ride can elect to share it on Facebook *right from the bike*.

“When I do well on a tough course, I want my friends to know about it,” said Chris Weiss, Director of Software at IFH. “With HotConnect, I can share by just pressing a button on my bike at the end of the ride. The Expresso network puts it on my Facebook wall while I hit the showers. I wish I had HotConnect when I’m riding outdoors.”

The February release also contains five new tours, totaling forty miles with widely varying themes, lengths and terrain profiles. All categories, Basic, Moderate, Challenging and Extreme, will receive at least one new course. With the new terrain, Expresso S3 Novo bikes will carry over five hundred miles of Tours and Chases.

One part of the February release is not complete. In a salute to the Expresso riders who have kept the vision alive, the IFH artists have not named the new courses. Instead, IFH would like the Expresso community to name the courses after they have ridden them. The naming survey will start in March; final course names will be delivered to the bikes in April.

“We never tire of creating new worlds,” noted John Fisher, VP of Engineering. “The exercise is fun and creative. Furthermore, our most frequent riders seek new vistas. They’ll love these new courses. I hope they have a bit of fun naming them too.”

The February release will be delivered automatically without additional charge to all network-connected Expresso Novo bikes with a current Expresso Live subscription. HotConnect is activated for all riders who have connected their Expresso and Facebook accounts. Expressly written for the S3 Novo family, the February release does not support "Windows" bikes sold by Expresso Fitness.

"HotConnect shows the power of Live Internet connectivity," added Bill Stensrud, Chairman of IFH. "HotConnect software will soon be delivered over the Internet to S3 Novo bikes around the world giving Expresso riders instant access to their social network."

Concurrent with the February release, IFH will increase the variety and quantity of music available to riders of S3 Novo bikes. Two new high-energy channels will be added and additional tracks will be available on the existing channels.

About Interactive Fitness Holdings®

Interactive Fitness Holdings® (www.ifholdings.com) was founded in 2009 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 by IFH systems are sold to fitness facilities and consumers in North America, Europe and other select international locations.

More information about the Fall Release and Expresso bike integration with social networks may be found at: http://ifholdings.com/experience/new_features.html.

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