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Chris McGill Joins Interactive Fitness Holdings

Industry veteran to lead sales in Western U.S. and Canada

SUNNYVALE, Calif.--(BUSINESS WIRE)--Today, Interactive Fitness Holdings (IFH), supplier of the innovative Expresso-brand of interactive cardio systems, appointed Chris McGill to Senior Director of Sales. With a decade of experience in sales at Freemotion Fitness and Precor, Chris brings a deep reservoir of experience, skills and proven reliability to the Expresso brand. Interactive Fitness Holdings supplies Expresso brand cardio systems, the only truly interactive, Internet-connected commercial cardio systems.

"Chris is well known for his productivity, commitment and judgment. I am delighted to welcome him to IFH," said Dan Toigo, Vice President of Sales at IFH. "One cannot ask for a stronger force to help drive the resurgence of the Expresso brand in the marketplace."

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Dan and Chris have a long shared history. They first met as competitors, selling commercial fitness equipment in the Midwest. Subsequently, they joined forces in the same company where they spent six years developing a successful formula for dealer sales and service. At IFH, Chris will report to Dan, managing all sales in the Western U.S. and Canada.

"Re-joining with Dan to help the Expresso products change the fitness industry is an irresistible combination. The whole IFH team has a results-oriented culture and deep commitment that is perfect for me," declared Chris McGill. "The more I learn about the technology the more my excitement grows. The rest of the fitness industry will too."

"It has been amazing to experience the immediate transformation Dan and Chris bring to IFH. I've never seen a business change quite this quickly," added Brian Button, CEO of IFH. "Within days of his arrival, Chris was already delivering tangible results. I look forward to supporting this team as our plan unfolds."

Chris hails from the Midwest, where he has always lived. His hallmark values are clear goal-setting, hard work and fair dealing. He has made and kept long-standing relationships with dealers and major customers who appreciate those attributes. No stranger to large geographies, Chris formerly managed sales for a territory that stretched from Texas to the polar circle.

IFH has driven the resurgence of the Expresso brand of cardio fitness systems with a series of exciting new thrusts. Expresso products were already known for their engaging game software experience and their use of Internet connectivity to reinforce rider success. IFH has added new dimensions to the Expresso vision with a series of vibrant software releases that connect riders to their friends, and each other, through social media, mobile apps. Collectively called Expresso Live, these services bring modern technology to the world of commercial fitness equipment.

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.

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