



Contact: Katie Williams
Formula
619.234.0345
williams@formulapr.com

Expresso Fitness® Launches Interactive Advertising Initiative
*Developer of Web-Enabled Cardio Bikes Will Help Brands Reach Audiences
Through Cutting-Edge Technology*

Sunnyvale, Calif. – October 6, 2008 – Expresso Fitness®, the leading developer and supplier of interactive, Web-enabled cardio fitness systems for the commercial health club market, today announced the launch of a new interactive advertising initiative. Spearheaded by Chris Scott, Expresso’s newly-hired Vice President, Business Development, this platform will directly connect advertisers and consumers in a fresh, engaging way.

Expresso’s virtual reality-enhanced cardio fitness systems are revolutionizing indoor exercise. With 4,000 interactive fitness bikes in 2,000 locations across 49 states, and with over 100% growth, Expresso’s Web-enabled bikes will now provide advertisers with an interactive place-based connection to fitness enthusiasts across the country. As part of their workout, exercisers can ride, steer, and shift through 34 virtual-reality 3D courses, from the California Coast to the Peruvian Mountains. In addition, exercisers can engage in off-road games, compete and win prizes in ongoing contests and events, and log-on to expresso.net to view their fitness results and track their progress.

“The powerful combination of Scott’s expertise and knowledge in the online and out-of-home advertising space with Expresso’s advanced online capabilities will open doors for advertisers to directly engage with consumers on our LCD screens and interactive platform,” said Brian Button, CEO and President of Expresso. “Furthermore, our insight into the mind of the consumer will help like-minded brands connect with an engaged target audience through an untapped marketing channel.”

For brand advertisers, the unique platform combines the interactivity and accountability of the Web and online gaming with the power of reaching audiences in an out-of-home and distraction-free environment. As digital out-of-home ad spending experiences explosive growth, expected to rival traditional outdoor ad spending by 2012, Expresso is well positioned to satisfy marketer demands for better measurement and accountability. Expresso users interact with a connected platform that measures specific actions, dwell times, and ad impressions, similar to

the measurement of online ad units.

By opening up the Espresso platform to advertisers, brands will have an opportunity to reach their audience in an innovative, cutting-edge way. Per the International Health, Racquet and Sportsclub Association (IHRSA), health club demographics skew slightly towards women (53%), higher income households (40% with HHI greater than \$100,000) and are represented by 31% and 39% in the 18-34 and 35-54 age groups, respectively.

“With the rapid growth of digital out-of-home media, it’s clear that there is a significant opportunity to deliver a strong ROI to advertisers seeking new and engaging ways to reach consumers,” said Scott. “I am excited to lead Espresso’s efforts to connect major brands with consumers on such a unique and powerful interactive platform.”

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. For more information please visit www.expresso.com

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