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Expresso Fitness® Announces New Vice President, Business Development
Seasoned Executive to Oversee New Interactive Advertising Initiative

Sunnyvale, Calif. – September 24, 2008 – Expresso Fitness®, the leading developer and supplier of interactive, Web-enabled cardio fitness systems for the commercial health club market, today announced the appointment of Chris Scott as Vice President, Business Development. Scott joins Expresso with more than two decades of experience among both small and large high-tech companies where he successfully led strategic business development initiatives yielding increased revenue.

As Vice President, Business Development, Scott will be responsible for developing and managing the growth of digital advertising on the Expresso network. "We are thrilled to welcome Chris Scott to our team of seasoned professionals as his background and expertise further enhances our executive staff and propels us to the next level," said Brian Button, CEO and President of Expresso. "The powerful combination of Chris' knowledge in the online and out-of-home advertising spaces with Expresso's advanced Web-enabled capabilities will open doors for advertisers to directly engage with consumers on our LCD screens and interactive platform."

Immediately prior to joining Expresso, Scott served as the Vice President, Business Development at VoloMedia, Inc., where he executed strategic partnerships with premier online publishers and content delivery networks. Prior to VoloMedia, Scott led an initiative to launch the first brand advertising on the Ecast Network, the largest interactive, place-based media network of digital jukeboxes in over 10,000 locations. There, he worked with large consumer brands including Chrysler/Jeep, Verizon Wireless and Heineken. Scott also held business development and sales positions at DoubleClick, Excite, and The Walt Disney Company. Scott earned an M.B.A. from The Wharton School at the University of Pennsylvania.

"Joining Expresso is an exciting time in my career," said Scott. "Considering the recent explosion in fitness technology, the trends in health & wellness, and the rapid growth in 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."

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.espresso.com

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