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Expresso Fitness® Announces New Vice President of Operations
High-Tech Expert to Oversee Company-Wide Domestic and International Operations

Sunnyvale, Calif. – September 25, 2007 – Expresso Fitness®, the leading supplier of interactive cardio fitness systems for the commercial health club market, today announced the appointment of Colin Tierney to Vice President of Operations. Tierney joins Expresso with over two decades of operations experience for start-ups and corporations in the high-technology sector.

As Vice President of Operations for Expresso Fitness, Tierney will be responsible for overseeing domestic and international practices, and will assist the company in achieving its aggressive expansion plans. "Colin is an innovative leader with proven management and communication skills," noted Brian Button, CEO of Expresso Fitness. "He not only has a wealth of practical experience in technically-sophisticated organizations, but he's also been extremely successful developing and implementing operational practices on a global scale."

Prior to joining Expresso, Tierney served as Senior Vice President and General Manager for Sanmina-SCI, a leading contract manufacturer, where he was responsible for the semiconductor equipment division, negotiating multi-million dollar contracts on a worldwide playing field. Before Sanmina-SCI, Tierney helped Tegal Corporation gain ten points in market share from third-party spares suppliers. As Vice President of Operations for KLA Tencor, he oversaw the consolidation of operations with the Tencor acquisition, and as Vice President of Operations at Lam Research, he managed growth from 40 million to 1.4 billion in just over eight years.

Tierney was educated in England, earning a BS in manufacturing from Stockport College and an MBA from Letchworth College.

"It's an exciting time to be joining Expresso Fitness," said Tierney. "The Company has achieved tremendous growth in the past few years. Its cardio cycling systems have set the standard for interactive equipment in the commercial fitness industry. I am looking forward to helping bring the team to new levels of operational excellence while maintaining the highest levels of customer satisfaction."

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 visit www.expressofitness.com and www.expresso.net.

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