



Contact: Katie Williams  
Formula  
619.234.0345  
[williams@formulapr.com](mailto:williams@formulapr.com)

**Expresso Fitness® Announces New Regional Sales Directors**  
*Seasoned Sales Pros to Oversee East and West Regions*

Sunnyvale, Calif. – April 8, 2008 – Expresso Fitness®, the leading developer and supplier of interactive, Web-enabled cardio fitness systems for the commercial health club market, today announced the promotion of Jeff Thomas, Expresso's director of key accounts, to East regional director, and the hiring of Steve Rice as West regional director. Thomas and Rice step into their roles with a combined 30 years of experience in the fitness industry.

As East and West regional directors, Thomas and Rice will manage and support national accounts, direct Expresso's regional managers, and provide dealer support on training, service and product sell through. "Jeff and Steve bring leadership, a customer service mentality and a long history of industry sales success to each of their regions," said Brian Button, CEO of Expresso. "They have the right mix of experience and business savvy that's essential for succeeding in such pivotal sales roles."

As director of key accounts for Expresso, Thomas worked with the national sales and customer support teams to develop strategic accounts across North America using superior sales, service and support methodologies.

Before Expresso, Thomas shared his expertise with TechnoGym USA, the third highest revenue-grossing commercial fitness company in the world, where he directed the sales operation and managed an aggressive annual revenue plan for the Northeast region. At Nautilus, Inc., Thomas was responsible for generating annual sales of \$14 million as the Northeast regional sales manager. He has also served as territory manager for Pennsylvania and Ohio at Life Fitness and general manager of the Oxford Athletic Club in Wexford, Pa. Thomas began his fitness career as the owner/operator of a successful three-club franchise in New York.

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Prior to joining Expresso, Rice served as national director of sales training and development for TechnoGym USA, where he was responsible for implementing a solution selling methodology, and designing all training and development programs for a sales team of 80 people. Before this, Rice revamped the commercial sales team at Nautilus, Inc., which resulted in gross revenue of \$30 million in 2005, a 22 percent increase from 2004. He also developed and managed successful sales teams for The Fitness Store, FitLinxx, Inc. and Fitness Warehouse/Busy Body.

“Due to the growth in Expresso product sales and its customer base, these newly-created positions will add additional support to our regional managers, distribution network and key accounts across the country,” said Mark Urlage, vice president of sales. “It’s an exciting time for our company, and I’m delighted to have Jeff and Steve on board.”

#### **About Expresso Fitness®**

Expresso 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. Expresso systems are sold to fitness facilities and consumers in North America, Europe and select international locations. For more information please visit [www.expresso.com](http://www.expresso.com).

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