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### **Fitness Industry Veteran Mark Urlage Joins Expresso Fitness as Vice President of Sales**

Sunnyvale, Calif. – July 20, 2006 – Expresso Fitness, the leading supplier of interactive software for internet-enabled cardio fitness systems, today announced that Mark Urlage has joined the company as Vice President of Sales. Urlage comes to Expresso following a heralded career at Nautilus, Inc., where he served most recently as Vice President of Commercial Sales.

“We’re thrilled to welcome on board one of the most respected executives from within the fitness community to lead our sales efforts,” said Brian Button, CEO of Expresso Fitness. “Mark’s long track record of success in commercial fitness sales will help us expand into new territories while better serving our existing client base.”

Urlage has held several key executive positions during his 12 years at Nautilus, beginning with his roles as New England Territory Manager and Eastern Sales Director from 1994 to 1999. He was named Sales Manager of the Year four consecutive years before being promoted to National Sales Director in 1999. In that capacity, Urlage managed all US domestic sales of the company’s commercial strength products and successfully integrated sales personnel/distribution through the acquisitions of Stairmaster and Schwinn Fitness brands. Promoted to Vice President of Commercial Sales in 2002, Urlage managed direct sales and dealer distribution throughout the US, Canada and South America, as well as GSA (Government) sales.

Urlage began his career in 1984 at Healthtrax International, a New England-based Health and Racquet Club/ Hospital Wellness chain, where he was responsible for fitness training and membership sales. From 1988 to 1994, Urlage served as Fitness Manager/Assistant General Manager for the Cambridge Racquet and Fitness Club, a 25,000 square foot Boston-based fitness club with over 2,000 members.

“I’m excited to join a company that truly represents the future of the commercial health and fitness industry,” said Urlage. “Expresso’s ability to successfully blend state-of-the-art technology and cardio fitness into a suite of fun, interactive products and services is just what the industry needs to fuel its next wave of growth.”

**About Espresso Fitness:**

Sunnyvale, CA-based Espresso Fitness was founded in 2003 with the mission of satisfying an exerciser's need for an engaging and effective cardiovascular fitness product. The company leverages the benefits of superior interactive technology at an affordable cost to provide the health, sports and fitness industry with fully integrated, virtual reality-enhanced cardio fitness systems. Bringing together virtual reality and stationary bike equipment into single, commercial-grade cardio fitness systems, Espresso bikes are revolutionizing indoor exercise.

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