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### **The Spark from Expresso Fitness for Father's Day -- For The Dad Who Has Everything And Wants to Stay Fit To Enjoy It All**

**SUNNYVALE, CA – May 3, 2006** – Looking for that special gift for the dad who has everything? Look no further than the Spark from Expresso Fitness. Combining the latest developments in interactive software with a sturdy, high performance stationary bike, the Spark is an exercise machine that can do for "dad" what no other fitness product can – motivate him to work out.

"We've made the most boring exercise activity exciting and compelling with the Spark. It truly brings the excitement of outdoor biking indoors," said Brian Button, President and CEO of Expresso Fitness. "Once people start pedaling they become so immersed in the interactive ride that they focus on the fun of the ride instead of the fact that they are working out."

#### **How It Motivates**

The Spark delivers where other interactive and gaming oriented fitness bikes haven't because the reality of its ride keeps exercisers working out harder while on it and entices them to come back often for repeat rides.

The Spark is intuitive and easy to use. With a key pad, riders simply select their workout activity from one of dozens of road tours they see on the 17" flat panel LCD screen. Riders must pay attention throughout the workout because they have to steer their bike to negotiate the winding curves and steep hills that are critical components in each ride.

Just like in real outdoor biking, the pedal resistance corresponds directly to changes on the course selected. For instance, when presented with an uphill climb on the screen, the pedal resistance increases, compelling the rider to pedal harder or shift into an easier gear. Similarly when riders see a downhill ride, the pedaling becomes slightly easier, necessitating a shift into a higher gear to increase resistance and maintain the appropriate workout intensity.

As a "living" system, the tours and activities are updated and automatically downloaded on a regular basis by Expresso Fitness, providing riders with an ever-growing array of challenges and adventures to explore on the Spark.

**Monitoring Your Progress**

The Spark's virtual reality-enhanced display provides riders with a complete, real-time picture of their workout, from where they started, to where they are currently, to where they'll be when the workout is complete.

**A Variety of Riding Courses**

From basic courses that are easy to navigate to ones that challenge your endurance and determination, the Spark offers a variety of experiences for every rider.

Espresso Fitness has even incorporated advanced GPS mapping data in the design of some of its true-to-life road tours.

**Availability:**

Available direct from Espresso Fitness the Spark lists at an MSRP of \$4,995. For more information, visit ([www.expressofitness.com](http://www.expressofitness.com)).

**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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