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Expresso Fitness® Launches New S2u™ Bike
Featuring Eye-Catching Design and New Game Technology

Sunnyvale, Calif. – October 9, 2007 – Fitness facilities now have an even easier way to stand out as Expresso Fitness®, the leading supplier of interactive cardio fitness systems, today announced the launch of its newest virtual reality-enhanced stationary bike, the S2u™. Like all Expresso Bikes, the S2u integrates premium fitness and computer systems, and offers customized, engaging programs to motivate its riders. With a more fully integrated, eye-catching design, advanced drive train technology and new game-play options, this latest system brings an even higher dimension of fun and performance to the workout experience.

The all new S2u offers facilities the ease of mobility with its sleek frame without sacrificing the superior durability of the S2 Expresso Bike. Its advanced drive train uses a dual-belt system that provides fluid motion, quiet operation, and supports up to 700 watts of riding power, supporting even the most elite rider.

Riders of the S2u can choose to ride in an off-road environment with new Expresso Chases™. This revolutionary form of “exergaming” lets riders decide where they want to ride and what they want to do – resulting in a unique and exciting experience every time! The first Expresso Chase, Proving Grounds, takes place in a fantasy world based in ancient Asia. Riders pick up coins and follow easy game-play rules to chase dragons and score points. By using simple strategies, they can improve their performance and score – by the time the clock runs out they’ve gotten a great workout and barely noticed the time.

“The S2u gives exercisers the freedom and enjoyment of Expresso Chases, an entirely new and distinct experience that complements the existing road tours we introduced with the first Expresso Bike in 2005,” stated Brian Button, CEO of Expresso Fitness. “Our goal is to keep supplying fitness

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facilities with the latest and best technology for their members. For the S2u we've taken the highest quality, commercial-grade equipment and integrated it with the latest gaming software and personalization tools, creating what is surely the most innovative and advanced cycling system available today."

The S2u features state-of-the-art software, a 17-inch high-contrast LCD screen, steering, shifting and customization options that when combined, creates an integrated fitness system that fully engages both the body and mind. Like prior Expresso Bikes, the new S2u motivates fitness enthusiasts with real-time fitness information in a rich, interactive training environment and gives them tools to keep improving their cardiovascular strength and overall health.

All Expresso Bikes offer riders the option to race against their best personal time with the Ghost ride feature, use a Pacer to gauge their progress or compete in real-time against virtual competitors, friends or members within the same fitness facility. They can also watch TV or listen to the latest in Internet music. After working out, they can visit www.expresso.net to check their results, track their progress or see where they rank on the global or facility-based Leader Boards.

The S2u lists at an MSRP of \$5,145 USD and will be available beginning November 1. For more information, please visit www.expresso.com.

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.

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