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Expresso Fitness Gets People Back On The Bike!
*Virtual Reality-Enhanced Cardio Fitness System
Brings Outdoor Biking Adventure Indoors*

"The Spark" Flies March 16 at IHRSA 2005

SAN FRANCISCO – March 16, 2005 – Recognizing that dancing LED lights on an exercise machine display simply do not motivate people to exercise, Sunnyvale-based Expresso Fitness today introduced the Spark, a commercial grade, fully integrated, virtual reality-enhanced cardio fitness system that will inspire people to get back on the bike and realize the substantial health benefits of cycling.

Utilizing the latest entertainment-based software to engage exercisers as never before, the Spark revolutionizes conventional fitness biking with the promise of doing something that other health club stationary bikes have failed to do – *get used!*

The Spark makes its debut at the Expresso Fitness booth (#2619) during the 2005 International Health, Racquet & Sports Club Association (IHRSA) Convention, March 16-19 at Moscone Center in San Francisco.

"Much has changed in the world of health and fitness clubs over the past 20 years except the exercise bike, which remains about as exciting as watching paint dry," said Brian Button, President and CEO of Expresso Fitness. "We've made the most boring exercise activity exciting and compelling with the Spark. 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."

The Spark Delivers – for Exercisers and Health Clubs

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. This is excellent news for health, sports and fitness clubs that have seen the use of stationary bikes in their health clubs slide steadily downward.

"The idea behind the Spark isn't new. But the time is right to implement the idea in a commercially viable package," commented Button. "With its affordable cost, compelling virtual reality-enhanced experience and rugged, self-contained design, the Spark has been enthusiastically received by the professional fitness industry."

The Spark Experience: The Next Best Thing to Biking Outdoors

The Spark is intuitive and easy to use. With a key pad, riders simply select their workout activity from one of several 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 will be updated and automatically downloaded on a regular basis by Espresso 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.

It also provides riders with all of their bio feedback information at once and at a glance, as well as the visual cues that make for a compelling and realistic ride.

The Spark is also designed to be networked locally within a health club or facility, allowing riders to compete with others or work out together on the same course at the same time.

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:

Sold initially to independent facilities and health/sports club chains in California before being rolled out nationally, the Spark lists at an MSRP of \$4,795. For more information, visit (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. Espresso Fitness's first product is the Spark, which brings together virtual reality and stationary bike equipment into a single, commercial-grade cardio fitness system.

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