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Expresso Fitness Lures Industry Veteran for Key Account Role

Sunnyvale, Calif. – April 26, 2007 – Expresso Fitness, the leading supplier of interactive cardio fitness systems, today announced that Jeff Thomas has joined the Company in the newly created role: Director of Key Accounts. Jeff joins Expresso with over 17 years in the fitness industry, most recently as North East Regional Sales Manager for TechnoGym USA.

A proven sales leader with a depth and breadth of industry experience, Jeff is a strong addition to the Expresso sales team. His primary focus will be to work with the national sales and customer support teams to develop strategic accounts across North America by using superior sales, service and support methodologies.

"I am very excited to have Jeff on board to help Expresso expand our market share," said Mark Urlage, Vice President of Sales. "Jeff's leadership and sales determination will be a great asset as we extend our reach in mid to large club chains across the country."

Jeff started his career as an owner/operator of a successful three club franchise in New York. He then joined Johnson and Johnson's Health Care Systems Division, where he worked with clients to create cutting-edge fitness center designs, led the U.S. fitness resource team and negotiated a national discount program. As General Manager of the Oxford Athletic Club, one of the East Coast's largest multi-purpose facilities, he oversaw the operations of two premier health and racquet sport complexes employing over 300 individuals. In 2000, he joined Life Fitness as Territory Manager for Pennsylvania and Ohio. Three years later, Nautilus, Inc. hired him for the role of North East Regional Sales Manager, responsible for driving revenue and profitability through territory managers and the dealer distribution channel in 11 states, generating annual sales of \$14 Million. Jeff then brought his expertise to TechnoGym, where he directed the sales operation to execute tactical initiatives in support of the changing strategic initiatives of the Company and managed an aggressive annual revenue plan for the North East Region.

"Expresso's interactive cycling systems are waking up a market that's been plodding along for years... It's energizing to be part of a company that's bringing such tangible benefits to their customers," said Thomas. "Expresso bikes have two important advantages: they attract like no other product the industry has ever seen - then they addict, keeping riders engaged and coming back for more! For the average health club, the implications for motivating and retaining members are profound."

About Expresso Fitness

Sunnyvale, CA-based 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, virtual reality-enhanced cardio fitness systems and revenue-generating customer services. Bringing together virtual reality, stationary bike equipment and personalization tools into single, commercial-grade cycling systems, Expresso's first line of products are revolutionizing indoor exercise.

www.expressofitness.com

About Sierra Ventures

Sierra Ventures, founded in 1982, is a privately held venture capital firm focused on investments across all areas of the Information Technology sector from semiconductors to enterprise software. Sierra Ventures has managed nine venture capital partnerships and currently has more than \$1.5 billion of capital under management. Some of the firm's investments include 360Commerce (acquired by Oracle), Active Software (acquired by WebMethods), AmeriGroup (AGP), Centex (acquired by WorldCom), ConvergeNet (acquired by Dell), FatBrain (acquired by Barnes & Noble), Frontbridge (acquired by Microsoft), Healthon (merged with WebMD), Interact Commerce (acquired by Sage), Intuit (INTU), Micromuse (acquired by IBM), OnAssignment (ASGN), OnLink (acquired by Siebel), Quinta (acquired by Seagate), StrataCom (acquired by Cisco), Sychip (acquired by Murata Manufacturing) and Teradata (acquired by NCR).

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About Enterprise Partners Venture Capital

Enterprise Partners Venture Capital was founded in 1985 and is the largest venture firm headquartered in Southern California with more than \$1.1 billion in capital under management. The firm focuses on investments in wireless technologies, digital media, software, semiconductors and the life sciences.

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