

Contact: Jonathan Poretz
Double Forte
415.863.4900
jporetz@double-forte.com



Expresso Fitness to Showcase New Online Fitness Tools For Its Virtual Reality-Enhanced Exercise Bikes at IHRSA 2006

LAS VEGAS – March 20, 2006 – With the launch of the Spark virtual reality-enhanced fitness bike at last year's IHRSA convention, Expresso Fitness brought the latest in game software technology to revolutionize cardio workouts. Now, the Company is taking this experience to the next level with the introduction of Internet-based capabilities that allow exercisers, trainers and groups to personalize their fitness regimen.

Visitors to the Expresso Fitness booth (#2366) during the International Health, Racquet and Sports Association (IHRSA) convention can experience the new online services that are designed to keep riders fully engaged and coming back for more.

Each Spark rider can create their own ID and customize their workouts. They can race against their own best performances or those of other facility members. All workouts are collected and riders can review their progress on www.expresso.net.

Expresso's new software offers features that promote fun and friendly competition with other riders, helping exercisers to stay motivated and enhancing the sense of community inside a fitness facility. It supports riding groups, team competitions and Internet-based training. New location-wide leaderboards allow members to set goals and receive accolades for their achievements.

Specially designed trainer links deliver new tools for trainers through a Web-based "Trainer Portal". With this tool, trainers can review member activity, offer online hints, benchmark fitness and create motivational group workouts.

"Until now, this was just a sensational individual workout experience," said Brian Button, CEO of Expresso Fitness. "Now, we're tying riders together in a community, helping them create sustained workout programs and providing trainers with tools they've never had before."

New Online Services

Expresso Fitness's newest online tools allow riders to further personalize their workout experience. Whether they are following a pacer or riding against their own best personal tour, cyclists now have even more ways to improve their performance.

Using a Web browser on any PC, they can enter personal fitness data, set goals, and monitor their fitness results. Statistics like average power output, calories expended and distance traveled can be seen for a particular ride or over time. They can also compare their performance to average riders in their class, as well as riders with the best times for any particular tour.

Expresso's software is becoming the platform for contests, team competitions and Internet-based training. A scrolling ticker on the bottom of the display announces new competitions, race results and leaders. Riders can sign up for contests on the Web, view specific contest results, get training tips from competitive cyclists and see the top ten riders for each tour on Expresso global leaderboards.

"Our studies show that Expresso bikes encourage people to workout longer and improve their fitness over time," said Button.

The Expresso Experience: The Next Best Thing to Biking Outdoors

The Expresso Fitness interactive cycling system is intuitive and easy to use. With a key pad, riders simply select their workout activity from one of 29 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.

Monitoring Your Progress While On the Bike

The bike'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.

A Variety of Riding Courses

From basic courses that are easy to navigate to ones that challenge your endurance and determination, Expresso bikes offer a variety of experiences for every rider. Expresso Fitness has even incorporated advanced GPS mapping data in the design of some of its true-to-life road tours.

Pricing and Availability:

Sold to independent facilities, health/sports club chains and individuals throughout the United States and Europe, Espresso bikes start at an MSRP of \$3,995. 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. Bringing together virtual reality and stationary bike equipment into single, commercial-grade cardio fitness systems, Espresso bikes are revolutionizing indoor exercise.

###