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Expresso Fitness® Brings Exciting Video Game Technology to its Line of Interactive Bikes

All Expresso Bikes to automatically receive new software before New Year's Day

Sunnyvale, Calif., December 11, 2007 – Expresso Fitness®, a leading developer of commercial grade, Web-enabled cardio fitness systems, announced today that fitness facilities carrying its premier line of stationary bikes have something exciting to look forward to in the New Year. Throughout the month of December, all Expresso Bikes will receive an automatic, complementary software upgrade that will include Expresso Chases™ – a new form of exertainment that was introduced in October with the launch of the S2u™, Expresso's latest interactive bike. Expresso Chases provide an open-world, video game-like experience for users, creating a unique work out with each and every ride. Never before has such gaming technology been made available to fitness facilities in such a highly-integrated system.

"Expresso Fitness is committed to giving our past, present and future customers access to the most advanced technology available in the market, whether it's hardware or software-based. When a customer buys an Expresso Bike, they are buying a cardio experience that is not only top of the line, but is always up to date," stated Brian Button, CEO of Expresso Fitness. "Since Expresso Bikes are connected through the Internet, software updates are made quickly and easily in a way that's transparent to our customers."

To celebrate the launch of Expresso Chases, Expresso will be hosting special contests for its worldwide community of riders. During the month of January, The Expresso Chase Challenge will allow all members of gyms and health clubs with Internet-connected Expresso Bikes to participate in the Millionth Point and Fifty Thousandth Mile Contests. Prizes will include Expresso Prize Paks including items such as signature gym bags, limited edition biking jerseys, workout towels and water bottles. Winners will also

have the chance to be recognized on the Espresso.com Web site with their story and a photo.

“We believe that contests are an easy way for our customers to inspire their members to keep moving and working towards optimal fitness, while developing greater loyalty and retention at their facilities,” said Button.

Expresso Bikes are known for their sleek frame and crystal-clear 17-inch LCD display monitor. The advanced drive train uses a dual-belt system that provides fluid motion, quiet operation, and supports up to 700 watts of riding power, challenging even the most advanced rider. Automatic software upgrades offer facilities easy enhancements to their cardio systems creating fitness experiences that are always fresh and increasingly fun and engaging over time. For more information, please visit www.expresso.com.

About Espresso 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. Espresso systems are sold to fitness facilities and consumers in North America, Europe and select international locations.

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