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## **Expresso Fitness® Named Gold's Gym National Vendor Member**

*Revolutionary Expresso Bike Added to Gold's Gyms Across the U.S.*

**Sunnyvale, Calif.** (September 25, 2007) – Expresso Fitness®, a leading developer of commercial grade, cardio fitness systems including the Web-enabled Expresso Bike, announced today that it has become the newest Gold's Gym National Vendor Member. The national vendor program strategically aligns Expresso Fitness with a growing base of Gold's Gym franchisees and corporately-owned facilities as a pre-screened supplier, ultimately providing more health clubs and gyms across the U.S. access to the Expresso Bike - a fully integrated, commercial-grade, virtual reality-enhanced cardio fitness system that revolutionizes the workout experience. As an immediate result of the membership, Expresso Bikes have been added to Gold's Gyms across the U.S., including locations in Texas, New York, New Jersey, Kentucky, California, Virginia, Rhode Island, South Carolina, Massachusetts and Maryland.

“Teaming up with Gold's Gym has created an amazing opportunity to further expose fitness enthusiasts across the country to the unparalleled workout experience the Expresso Bike offers,” said Brian Button, CEO of Expresso Fitness. “We are thrilled about all the possibilities this business venture holds for both partners.”

With 30 different virtual courses ranging from outer-space to city streets and meandering trails, the Expresso Fitness provides an array of resistance and difficulty levels. Each rider of Expresso Bikes has access to a personal Web page on “Expresso Services” (at [www.expresso.net](http://www.expresso.net)), which allows them to view their fitness results, gauge their progress and sign up for contests and events. The Expresso Bike includes a high-end computer system that is continuously updated with new features, music and courses. In addition, it allows each individual to ride with a configurable Pacer, compete real-time against their previous performance using a unique “Ghost” ride function and view their rank among riders across the country using Expresso Leader Boards.

Through its innovative equipment and programs, Expresso Fitness is maximizing customer satisfaction with the cardio workout experience. Riders of Expresso Bikes are engaged, motivated and work out for longer periods of time, resulting in improved fitness. The Expresso Bike also offers a compelling way for fitness facilities to differentiate themselves from the competition and, for the first time, generate revenue directly from the cardio floor.

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Expresso systems are sold to fitness facilities and consumers in North America, Europe and select international locations. For more information, visit ([www.expressofitness.com](http://www.expressofitness.com)) and ([www.expresso.net](http://www.expresso.net)).

**About Gold's Gym:**

Established in Venice, Calif., in 1965, Gold's Gym is the largest co-ed gym chain in the world with over 620 locations in 42 states and 26 countries. Gold's Gym also operates online at [goldsgym.com](http://goldsgym.com) and [goldsgear.com](http://goldsgear.com). Gold's Gym offers the latest equipment and services, including group exercise, personal training, cardiovascular equipment, spinning, Pilates and yoga, while maintaining its core weight lifting tradition. With nearly 3 million members worldwide, Gold's Gym continues to change lives by helping people achieve their individual potential.

**About Expresso Fitness:**

Sunnyvale, Calif.-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 cardio fitness systems, Expresso Bikes are revolutionizing indoor exercise.

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