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Expresso Fitness® Launches Interactive Recumbent Bike
Bringing Exertainment to a Wider Audience

Sunnyvale, Calif. –February 5, 2008 – Expresso Fitness®, a leading developer of commercial grade, Web-enabled cardio fitness systems, today announced the release of the S2r™, the company's first recumbent stationary bike. This new product is a direct answer to requests from customers to bring the Company's ultra-premium interactive fitness machines to a wider audience of exercisers.

Like the Company's revolutionary line of upright bikes (including the S2u™), the S2r is the first bike of its type to fuse Web-based exer-gaming features with a customized workout experience. It includes the advanced hardware and software that is standard on all Expresso Upright Bikes, while providing riders with the advantages of a low-profile machine and a 19-inch wide screen for viewing the Company's signature Tours and Chases.

"The Expresso Recumbent Bike allows gym members to change the pace of their everyday workout," said Brian Button, CEO of Expresso Fitness. "Now they can choose different styles of interactive stationary bikes, as well as choose off-road games or road tours, in addition to selecting the standard non-interactive option of watching television. Our Company's goal is to continue to supply our customers with ways to help their members stay engaged and motivated while they exercise – the addition of the Expresso Recumbent Bike is only the first of several upcoming innovations we have in store for our customers."

Additional features of the Expresso Recumbent Bike include a comfortable ergonomic seat and back rest that accommodates a wide range of rider types, and a lower, walk-through design that enhances stability and permits riders to easily get on and off. The handles of the bike come equipped with integrated steering and shifting mechanisms.

All Expresso Bikes offer riders the option to race against their best personal time with the Ghost ride feature, use a Pacer to gauge their individual progress, ride cooperatively with friends or compete in real-time against

virtual competitors or friends in the same fitness facility. They can also watch TV or listen to the latest in Internet music. After working out, riders can visit www.expresso.net to check their results, track their progress or see where they rank on the global or facility-based Leader Boards. Since Espresso Bikes are connected to the Internet, fitness facilities are always equipped with the latest Tours, Chases and software upgrades.

The Espresso Recumbent Bike will be available beginning in April. For more information, please contact your local retailer or visit www.expresso.com.

About Espresso Fitness®

Espresso 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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