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Expresso Fitness® Launches New Generation of Web-Enabled Cardio Bikes

Fitness Industry Leader Takes Exergaming to the Next Level with S3u™ and S3r™ Bikes

Sunnyvale, Calif. – October 16, 2008 – Expresso Fitness®, the leading supplier and developer of interactive cardio fitness systems for the commercial health club market, today announced the launch of their third generation of upright bikes, the S3u™, and second generation of recumbent bikes, the S3r™. In keeping with Expresso's tradition of creating innovative, premium products, the two new models integrate high-quality fitness with sophisticated computer systems to provide true exertainment.

"The development of the new Expresso line demonstrates our promise to help fitness facilities continue to grow their business by providing a motivating and engaging product," said Brian Button, CEO of Expresso Fitness. "We're here to help you and your members achieve specific goals."

The sleek, new S3u and S3r offer enhanced features and functions that include:

- **Best-in-Class Video Screen:** An exceptional viewing experience with the largest screens in the industry, boasting a 19" widescreen LCD at an angle ideal for upright and recumbent biking.
- **Improved Ergonomics on the Upright:** More dynamic shifting functions, which are now conveniently located on the handlebars.

The new Expresso Upright and Recumbent Bikes engage both the body and mind by bringing the adventure of outdoor riding indoors and allowing users to race in over 30 virtual tours, access chases or watch TV.

Espresso Bikes give fitness facilities across the country the opportunity to help their members achieve greater fitness with personalized training features such as ghost riders, pacers and achievement feedback. After working out, riders can visit www.expresso.net to track their progress or see how they compare to on the global and facility-based leader boards. Additionally, Espresso Bikes are automatically and continuously refreshed with new workouts and programs, keeping exercisers engaged and motivated. All Espresso Bikes monitor personal data such as heart rate, power and calories burned for the duration of each ride, offering gym-goers the most superior fitness capabilities available.

The S3u and S3r Bikes are available for purchase now and are located at fitness facilities across the country. For more information, please 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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