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Major New Features Rolled Out to Espresso Bikes Worldwide

Great New Terrain and Phenomenal Motivational Features!

SUNNYVALE, Calif.--([BUSINESS WIRE](#))--Interactive Fitness Holdings® ("IFH"), announced that it has delivered a summer package of new software features to all networked Espresso bikes worldwide.

"IFH has upgraded the systems and servers connecting the bikes"

The summer package includes wild new terrain and motivational community-oriented features for Espresso riders. The terrain, in four new courses, is more surreal than most current Espresso courses and offers the best animation yet. Enhancements to the "ghost rider" feature now allow riders to race themselves or any other rider. The summer package also includes "My Facility" leaderboards, allowing rider to see where they stand among their local peers.

"No feature has been requested more than local leaderboards. Riders love both supportive and competitive interaction with their immediate peers," said Mark Urlage, Vice President of Global Sales at IFH. "I'm already hearing about the positive energy this feature is creating among club members."

The summer package is available to all users who log in when they ride a network-connected Espresso bike. Owners need not take any steps beyond making sure their bikes have network connectivity. IFH has committed to provide network services (called "expresso.net services") free of charge to all Espresso bikes through the end of 2010.

"For thirty years, people who exercise indoors have been seeking distraction from the boredom," noted Bill Stensrud, Chairman of IFH. "The Espresso bike changes that completely by delivering an experience that engages and excites the rider. Espresso further motivates the member by automatically tracking, displaying and reinforcing the individual rider's progress. The

summer package is the first step in furthering the IFH mission: to actively engage and excite members during their exercise program; to socialize the fitness experience; and to reinforce member success by tracking and displaying his/her progress and achievements.”

“IFH has upgraded the systems and servers connecting the bikes,” added Brian Button, CEO of IFH. “As promised, IFH has kept bike networking and www.expresso.net running without a hitch. Now, we’re able to use this investment to deliver compelling new features to millions of riders on thousands of bikes.”

About Interactive Fitness Holdings®

Interactive Fitness Holdings® (www.ifholdings.com) was founded in 2009 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 by IFH systems are sold to fitness facilities and consumers in North America, Europe and other select international locations.

About the summer package and espresso.net services

More information about the summer package, with more details on the features, may be found at: www.ifholdings.com/experience/new_features.html.

Espresso.net services are delivered to all riders who log in when they ride network-connected Espresso bikes. Key rider services include trophies, ghost riders, workout tracking and reporting, leaderboards, premium routes and unlimited use of www.expresso.net. Software upgrades are delivered to all network-connected bikes that subscribe to espresso.net services. IFH has committed to provide espresso.net services free of charge to all Espresso bikes through the end of 2010.

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