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Expresso bikes now support Facebook and Twitter

Groundbreaking new software delivered to every bike worldwide

Sunnyvale, Calif. (September 29, 2010) – Interactive Fitness Holdings® (“IFH”), announced that today it had completed the rollout of yet another industry first — software to directly support social networks, including Facebook, Twitter and MySpace, on Expresso bikes worldwide. The social networking software is included in the Expresso Live package at no additional cost and is available to any Expresso station ever purchased.

Called the Fall Release, the new software allows riders to share milestones, such as a specific ride or an award for cumulative mileage, on their social network. Expresso summarizes the individual’s exploits actually recorded on the bike, leaving room for the rider to describe what it means to him or her. Riders may also choose to let Expresso automatically share their top performances, like a personal best time, best score or lifetime mileage award.

Every post includes the location where the Expresso bike was ridden, specifying the facility name, city and state. This helps the competitive and the curious to find their own Expresso experience. Those not near the original rider may turn to a “find a bike” website utility that shows all registered Expresso bikes in their neighborhood.

“Owners and operators are eager to harness the power of social networks,” noted Mark Urlage, Vice President of Global Sales at IFH. “The Fall Release will promote energy within their membership and foster testimonials to the outside world.”

The Fall Release goes beyond sharing rider achievements. It permits friends of the rider to select any one of the rider’s posted performances and ride against it on a nearby Expresso bike. This feature, called Ghost Challenge, allows competitive riders to conveniently challenge each other on a standardized platform without being physically nearby or synchronizing schedules. Ghost Challenges may also be used by an instructor to deliver a paced ride to a client to ride at the client’s convenience. For those wanting a more private exchange, Ghost Challenges may be exchanged through email as well as social media.

The Fall Release is available to riders on all Expresso bikes that are subscribed to Expresso Live. Expresso Live is an Internet-based subscription service that is offered for all Expresso bikes. IFH will provide Expresso Live through the end of 2010 free of charge. For best commercial benefit, owners should make sure their Expresso bikes are properly registered.

“The Fall Release turbocharges the **Live** cardio experience,” added Bill Stensrud, Chairman of IFH. “Dead cardio platforms can never provide the compelling rider experience and can never power the viral club marketing programs delivered in the Fall Release. **Live** platforms - interactive, adaptive and Internet-enabled - are transforming the role of cardio equipment and turbocharging the fitness services business. This is just the beginning. Watch this space!”

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 Fall Release, bike registration and Espresso Live

More information about the Fall Release and Espresso bike integration with social networks may be found at: http://ifholdings.com/experience/new_features.html.

Bike registration is important for owners to maximize member enjoyment and good promotion of their own facility. Registration, including the facility name, city and state are published when riders' performances are chronicled. This includes social networking postings and leaderboards. To register your Espresso bike, send an email to support@ifholdings.com with: your name, address, phone, name of facility and the complete serial number for each bike.

Espresso Live is an Internet-based subscription service that is offered for all installed Espresso bikes. More about Espresso Live may be found at: http://ifholdings.com/products_services/espresso_live.html. IFH will provide Espresso Live through the end of 2010 free of charge. Starting in 2011, owner enrollment in Espresso Live is required. A three-year subscription of Espresso Live is available for about \$7/mo. per bike. To pre-enroll your bikes in Espresso Live, send an email to support@ifholdings.com with your contact information and the serial numbers of your bikes.

Coming soon — a web portal to register and enroll bikes.

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