



Expresso Live Analytics Have Arrived

Owners love the new reports that show bike usage and rider behavior

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SUNNYVALE, Calif.--(BUSINESS WIRE)--After a rapid series of new software releases that please Expresso riders, Interactive Fitness Holdings® ("IFH"), now announces software guaranteed to delight the owners of Expresso bikes. Expresso Live Analytics provide detailed usage and behavior of their Live bikes and their members who ride them.

Attractively laid out with graphics and charts to make it easy to grasp trends, the Analytics start at the dashboard page. The dashboard page provides highlights on bike usage, member behavior and top features and courses. From the dashboard page, owners may visit other pages to see more information, including calories/miles, rider statistics and route selection/preference.

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Analytics became available for all Live Expresso bikes in February, with full stats for January and historical stats for 2010. Although they are brand new, they are already garnering praise from owners.

"I love the analytics," said Chantel Bowen, owner of High Mountain Fitness Physical Therapy & Pilates LLC, Lander, Wyoming. "They show how much and how often our members are using the equipment."

Because members log into the Expresso bikes, the analytics can report on ridership behavior of top members. This provides unprecedented visibility into actual member behavior; it also raises the possibility of creating programming and events based on the Expresso Live Analytics.

"The new reports are great. They will give our clubs some insightful information about the Expresso bikes and our member workout activities," said Pam Kramer owner SNAP

Fitness Roxborough, CO. Pam continued, “we plan to challenge members to ride more and to try different routes by posting monthly mileage totals.”

Espresso Live Analytics offers unprecedented visibility into the usage and the client activities associated with the equipment for the owners and managers who run fitness facilities. The built-in Internet connectivity on every Espresso bike is the critical component to make Analytics possible.

“Within a few weeks since the service launch, the business owners have already expressed to us about their own applications and future directions of the Analytics,” said Mark Urlage, VP of Sales, IFH. “It’s clear that they have been waiting for this type of tools to help run their business with more information.”

Espresso Live Analytics is available to all owners of Espresso bikes through the Bike Manager at live.expresso.com. It is a new feature of Espresso Live and comes at no additional cost. Samples of Espresso Live Analytics may be viewed at <http://www.expresso.com/ownertools/analytics.html>.

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.

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