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## Dan Toigo Joins Interactive Fitness Holdings

Revered industry veteran to lead Sales of Espresso-brand cardio systems

SUNNYVALE, Calif.--(BUSINESS WIRE)--Today, Interactive Fitness Holdings® (IFH), supplier of the innovative Espresso® brand of interactive cardio systems, named Dan Toigo as Vice President of Sales. Dan has 22 years of experience in sales in the fitness industry, including 12 years with Precor, an industry leader, where he led commercial sales for North America from 2008 to 2011. Interactive Fitness Holdings supplies Espresso brand cardio equipment, the only truly interactive, Internet-connected commercial cardio systems.

"Dan's knowledge and skills are a critical supplement to our management team. He will balance our natural technology bias with an equally strong grounding in the fitness equipment market," said Brian Button, CEO of IFH. "I am extremely happy to have attracted Dan to our team. His arrival should send everyone a signal of our commitment."

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"Espresso represents a once-in-a-lifetime opportunity to change the market where I have built my career," added Dan Toigo. "Having spent a dozen years at Precor, I chose my next move carefully. I can see how interactive software and the Internet will change everything in fitness; I look forward to my role in helping make that happen."

Dan's appointment to the VP post is the first visible step in a new expansion phase for IFH.

Founded in 2009, IFH has rebuilt the Espresso brand on a new foundation of service and reliability. Recently, IFH set a new precedent in fitness with its rollout of LiveALERT, the first technology capable of recognizing and identifying problems in installed cardio fitness systems before their owners even know.

"When I founded IFH, I believed the Espresso vision would revolutionize the fitness industry. Dan brings the horsepower we need to accomplish this goal," said Bill Stensrud, Chairman of IFH. "Dan will build and lead an expanding world-class sales organization and will play a key role on our executive team."

During the last 14 years of Dan's 22-year career in the industry, Dan has been responsible for commercial equipment sales with an emphasis on the dealer channel. He recruited and led a world-class sales team which developed and managed a dealer distribution network throughout North America.

IFH has driven the resurgence of the Espresso brand of cardio fitness systems with a series of exciting new thrusts. Espresso products were already known for their engaging game software experience and their use of Internet connectivity to reinforce rider success. IFH has added new dimensions to the Espresso vision with a series of vibrant software releases that connect riders to their friends, and each other, through social media, mobile apps. Collectively called Espresso Live, these services bring modern technology to the world of commercial fitness equipment.

About Interactive Fitness Holdings®

Interactive Fitness Holdings® ([www.ifholdings.com](http://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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