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## Sean Kearney Joins Interactive Fitness Holdings

Industry veteran to lead sales in Eastern U.S.

SUNNYVALE, Calif.--(BUSINESS WIRE)--Today, Interactive Fitness Holdings (IFH), supplier of the innovative Expresso-brand of interactive cardio systems, appointed Sean Kearney to Senior Director of Sales. With over two decades of experience in sales management at Precor and StairMaster, Sean brings a wealth of strong relationships and a deep personal passion to IFH. Sean has established broad and deep relationships in the fitness throughout the East Coast where he has been managing sales for the past eight years.

"It seems that Sean knows everyone in this market on the East Coast," said Dan Toigo, VP of Sales at IFH. "Sean's integrity and obvious zeal for fitness have helped him establish trustful, respectful relationships throughout the region. I am delighted to have him on the team."

Fitness and wellness are life missions for Sean, extending beyond his professional career. A competitive athlete most of his life, Sean also volunteers with community wellness organizations and finds opportunities to guide young people toward healthy living.

"My first conversation with Sean went on for hours. He has a vivid view of how the Expresso technology can change fitness today and valuable perspectives on where it should go in the future," said Brian Button, CEO of IFH. "This is about to get exciting."

"I was converted on my first ride. The Expresso bike engaged and motivated me more than any other cardio equipment I've used," said Sean Kearney. "This is the kind of technology that I'd like the whole world to experience."

"I believe this can have an especially powerful impact on young people and their fitness. Teens seek engagement and motivation – fun – for consistently good results," added Sean. "Expresso delivers that. I'd like to see the youth bike, in particular, get more play."

Engineered to fit young people aged 9-14, the Expresso S3y ("youth bike") is the only industrial-strength cardio equipment targeted at young teens. Providing 35+ tours with themes from Central American jungles to outer space plus an off-road dragon chase, it is perfectly suited to address that market.

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. Expresso by IFH systems are sold to fitness facilities and consumers in North America, Europe and other select international locations.

### Contacts

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