



Fitness Industry Luminary Joins Expresso Board of Directors

SUNNYVALE, Calif., March 27 -- Expresso Fitness, the leading supplier of interactive cardio fitness systems, today announced that Bill Potts has joined the Company's Board of Directors. Bill served as President of Precor for 14 years, building it from a small focused company in 1986 to an industry leader with an extensive product line in 2000. Bill oversaw the development and introduction of the elliptical trainer, a new fitness mode that changed the industry and catapulted Precor into its leading position.

"I have always admired Bill's combination of entrepreneurship, innovation and business excellence. We've been speaking for a couple of years but now it's the perfect time for him to join our Board. His advice will be invaluable to Expresso," commented Brian Button, CEO of Expresso.

Bill presently serves on the Boards of The Museum of Flight and LeMond Fitness. Prior to joining Precor, he worked in new product design and operations management in the medical instrumentation, computer and aerospace industries. He received an M.S. in Mechanical Engineering and Product Design from Stanford University, and a B.S. in Mechanical Engineering from Texas Tech University. Bill also completed the Advanced Management Program for CEOs at Harvard University.

"Bill's one of the most respected executives in the fitness industry and we're delighted to bring his knowledge and experience to our team," said Erik Nierenberg, Enterprise Partners Venture Capital and Expresso Board member. "With the addition of Bill and Jeff Loomans of Sierra Ventures, we've completed our strategy of bringing expertise in fitness equipment design and development, interactive software development, finance, marketing and management to our Board. We have ambitious plans for the Company and are laying the groundwork for even greater success. 2007 will be a landmark year for us."

"This is an exciting opportunity and I'm glad to be part of it," said Potts. "Expresso has captured the formula for bringing interactive software onto the cardio floor in a mainstream product that everyone can enjoy. I see Expresso sowing the seeds of fundamental change in this market."

About Espresso Fitness

Sunnyvale, CA-based Espresso Fitness was founded in 2003 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, virtual reality-enhanced cardio fitness systems and revenue-generating customer services. Bringing together virtual reality, stationary bike equipment and personalization tools into single, commercial-grade cycling systems, Espresso's first line of products are revolutionizing indoor exercise.

<http://www.expressofitness.com>

About Enterprise Partners Venture Capital

Enterprise Partners Venture Capital was founded in 1985 and is the largest venture firm headquartered in Southern California with more than \$1.1 billion in capital under management. The firm focuses on investments in wireless technologies, digital media, software, semiconductors and the life sciences.

<http://www.epvc.com>

About Sierra Ventures

Sierra Ventures, founded in 1982, is a privately held venture capital firm focused on investments across all areas of the Information Technology sector from semiconductors to enterprise software. Sierra Ventures has managed nine venture capital partnerships and currently has more than \$1.5 billion of capital under management. Some of the firm's investments include 360Commerce (acquired by Oracle), Active Software (acquired by WebMethods), AmeriGroup (AGP), Centex (acquired by WorldCom), ConvergeNet (acquired by Dell), FatBrain (acquired by Barnes & Noble), Frontbridge (acquired by Microsoft), Healtheon (merged with WebMD), Interact Commerce (acquired by Sage), Intuit (INTU), Micromuse (acquired by IBM), OnAssignment (ASGN), OnLink (acquired by Siebel), Quinta (acquired by Seagate), StrataCom (acquired by Cisco), Sychip (acquired by Murata Manufacturing) and Teradata (acquired by NCR).

<http://www.sierraventures.com>