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Expresso Fitness Names Steve Reinhardt VP of Marketing

Sunnyvale, Calif. – July 6, 2006 – Expresso Fitness, the leading supplier of interactive software for internet-enabled cardio fitness systems, today announced that Steve Reinhardt has joined the company as Vice President of Marketing.

With over 20 years of consumer marketing and Internet marketing experience, Reinhardt is charged with significantly expanding the company's profile in the burgeoning interactive fitness market.

"Steve will be a huge asset to help bring Expresso to the next level," said Brian Button, Expresso Fitness's CEO. "His consumer marketing experience and perspective will be invaluable in helping us deliver a whole new suite of software products and services for club members."

Reinhardt most recently served as Director of Marketing at eBay, Inc. and eBay Motors, in San Jose, where he successfully launched the company's first integrated marketing program. Prior to that, Reinhardt was Vice President of Marketing at Petstore.com, where he spearheaded all of the company's online and offline marketing programs including advertising, direct marketing, PR, event marketing, promotions, and affiliate programs. As Director of Marketing at The North Face in San Leandro, CA, Reinhardt successfully launched Tekware®, a new line of high performance sportswear, while repositioning the company's brand as it moved into new product and market segments, and multiple distribution channels.

Reinhardt began his career in 1986 in New York City, and held key executive positions at leading advertising agencies, including Foote, Cone and Belding, Ammirati & Puris, J. Walter Thompson, Lintas Worldwide and Ogilvy & Mather.

"I'm excited about the future of Expresso Fitness, which has positioned itself as an innovative leader in the world of interactive cardio fitness," said Reinhardt. "We're pedaling fast and furiously as we get ready to introduce new products and services to health club owners and managers who are thirsting for ways to expand their customer base while keeping their existing customers motivated to return."

About Expresso Fitness:

Sunnyvale, CA-based Expresso Fitness was founded in 2003 with the mission of satisfying an exerciser's need for an engaging and effective cardiovascular fitness

product. 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. Bringing together virtual reality and stationary bike equipment into single, commercial-grade cardio fitness systems, Espresso bikes are revolutionizing indoor exercise.

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