

## Case Study

January 31, 2008



### The Expresso Fitness® Chase Challenge January 1 to January 31, 2008

To celebrate the release of Expresso Chases™, the newest Expresso courses that allow riders to go off-road and play games, the Company sponsored an on-bike event during the month of January called the Expresso Chase Challenge. The contest rewarded users for accumulating one million Chase points and for randomly crossing the 50,000<sup>th</sup> Chase mile logged for all riders during the month.

The first male and female riders to reach one million Chase points won an Expresso Fitness Prize Pak that included a limited edition Expresso cycling jersey.

The men's winner, Ken Dunn of Pineville, North Carolina, got his New Year's fitness resolution off to a blazing start by scoring one million points in three hours of continuous riding on New Year's Day. Watchers of the contest were amazed. "We hoped the contest would provide some extra motivation for our users as they started the New Year, but we never expected riders to reach the goals so quickly," admitted Matt Russell, Expresso Fitness Contest and Events Manager.

Ken, who rides Expresso Bikes at Anytime Fitness –Ballantyne in Charlotte, is no stranger to the benefits of Expresso's interactive systems. "This bike has been a great lift to my workouts because it keeps my mind engaged and supports my competitive spirit. It's both fun and challenging and helps the time go by faster," Ken explained.



**Ken Dunn at Anytime Fitness**

Riding Expresso Bikes has also helped Ken reach his work out goals. "I'll be turning 50 years old in April, and riding an Expresso Bike has changed the way my body feels for the better," he exclaimed. "Plus, I have gone from 225 to 190 pounds."

The Expresso Chase Challenge women’s winner also reached the one million point goal in a remarkably short period of time. Kristine Jones passed the benchmark on January 5 while



**Kristine Jones and Her S2**

riding at her home gym in Newberry Park, California. “My husband and granddaughter were cheerleading for me,” Kristine said as she described reaching the milestone. “When the contest was announced, I thought I had a chance to win the women’s prize because I didn't have to be the best rider, just the most motivated. I am so very excited that I won! It was such a great experience for me.” Kristine completed the Challenge after about seven hours of riding, just a few days before her 58<sup>th</sup> birthday.

Expresso also awarded a Prize Pak to the rider who logged the 50,000<sup>th</sup> Chase mile during the month of January. Leslie Fawns of San Jose, California was the winner.

“I was so busy chasing dragons and sweating up a storm that I didn't realize I had hit the 50K mark. Nice surprise!” exclaimed Leslie. The goal was recorded on January 11th at Club One Silver Creek in San Jose, California.

Expresso Fitness thanks everyone who participated in the Expresso Chase Challenge. We are looking forward to offering more contests and events that help you engage both your body and mind.

**About Expresso Fitness®:**

Sunnyvale, California-based Expresso 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, commercial-grade virtual reality-enhanced cardio fitness systems that are revolutionizing indoor exercise. Expresso systems are sold to fitness facilities and consumers in North America, Europe and select international locations.

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