

# CLUB BUSINESS INTERNATIONAL

73 High-Retention Clubs

78 Shopping for Success

84 Winning With Wellness

89 IHRSA '08  
in San Diego



## | Innovations | What's New

### *Expresso Fitness*

» The S2u, a new virtual reality-enhanced stationary bike from Expresso Fitness, integrates premium fitness and computer systems to offer customized, engaging programs. Features include a fully integrated, sleek design; advanced drive-train technology for fluid motion; and new game-play options. Riders can choose an off-road environment with the Expresso Chases for a fun form of exergaming; race against their best personal time using the Ghost ride; gauge their time with the Pacer; or compete in real time against virtual competitors, friends, or members in the same health club. A 17" high-contrast LCD screen lets users enjoy TV as well. For more information, contact the company at 845 Steward Drive, Ste. D., Sunnyvale, CA 94085-4504; 888-528-8589; 408-746-9122; 408-746-9127 (FAX); [www.expressofitness.com](http://www.expressofitness.com). →

