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## **EXPRESSO FITNESS® TAPS FORMULA TO HELP BROADEN AWARENESS OF WORLD'S FIRST WEB-ENABLED CARDIO BIKES**

*National Public Relations Boutique Retained to Promote Cutting Edge Fitness Technology*

SAN DIEGO, Calif (April, 2008) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, announced today that it has been retained by Espresso Fitness®, a leading developer of interactive cardio fitness systems, to handle public relations efforts for its family of ultra-premium cardio bikes that combine the very latest in virtual reality fitness technology to completely immerse the rider in an engaging workout. The agency's goal is to drive consumer awareness through an aggressive media relations campaign that will educate both consumers and industry professionals about the unique features and benefits offered by Espresso's web-enabled cardio equipment, according to Michael Olguin, president of Formula.

“Our proven capacity to generate immediate buzz for consumer technology brands, played a key role in Espresso Fitness's decision to retain Formula,” said Olguin. “Espresso Fitness offers a unique exercise platform within the emerging exergaming market and our team will work to highlight the key features and benefits of the Espresso Upright Bike and Espresso Recumbent Bike among top media influencers and established fitness professionals.”

The Espresso Fitness account will be managed by Formula's San Diego-based consumer products and services division. The agency's objective will be to increase brand recognition within the fitness industry through a strategic public relations plan that includes tradeshow support, outreach to top-tier fitness industry experts and aggressive consumer and trade media relations.

“We are confident that Formula will garner positive attention for our brand by successfully communicating the value proposition offered by our innovative virtual reality fitness systems,” said Brian Button, CEO of Espresso Fitness. “Formula has an outstanding reputation and demonstrated ability to create excitement around new product launches and we're confident they will help us

introduce the freedom and enjoyment of our advanced cardio fitness bikes to the media and consumers with much success.”

**About Espresso Fitness**

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

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**About Formula**

Formula was founded in 1992 as a national public relations boutique. The agency is headquartered in San Diego and has additional offices in Los Angeles and New York. Unlike traditional PR firms, Formula creates brand activation programs for clients utilizing a suite of integrated marketing services including media relations, grassroots/street teams, events, promotions, co-branding and Hollywood relations. The agency specializes in consumer, lifestyle, sports, entertainment, business, technology, and tourism/hospitality accounts. Current clients include Mattel Inc., ESPN Deportes, Newcastle Brown Ale, ConocoPhillips, Kashi, Easton Sports, and the Turks & Caicos Tourism Board, among many others. For more information, please call (619) 234-0345 or visit

[www.formulapr.com](http://www.formulapr.com).

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