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**Expresso Fitness® Joins Forces with the American Diabetes Association to 'Pedal for Prevention'**

*First-Ever Virtual Ride-a-Thon Will Raise Money for Diabetes Awareness*

Sunnyvale, Calif. – September 30, 2008 – Expresso Fitness®, the leading developer and supplier of interactive, Web-enabled cardio fitness systems, today announced their plans to host a two-week fundraising campaign to support the mission of the American Diabetes Association (ADA), the nation's premier voluntary health organization supporting diabetes research, information and advocacy. The fundraising campaign, *Pedal for Prevention: Expresso's 2008 Virtual Ride-a-thon*, will take place at select fitness facilities across the country, November 2 – 16, in conjunction with American Diabetes Month. Contestants are invited to participate in this vast network-connected event at any one of thousands of locations around the U.S.

"We are excited to put Expresso's interactive and technological capabilities to use in a way that will influence and ultimately help so many Americans," said Brian Button, CEO of Expresso Fitness. "Our goal in designating the American Diabetes Association as a beneficiary of this effort is to increase awareness of diabetes and educate people on the health benefits of regular exercise, while raising money in a fun and motivating way for their cause."

Individuals interested in participating in *Pedal for Prevention* can now sign up by creating their own personal pledge page at [www.expresso.net](http://www.expresso.net). Via their pledge page, participants will be able to ask friends and family for donations based on mileage. Participants can maximize those pledges between November 2 and November 16 by riding any internet-connected Expresso bike at fitness facilities located across the country, including Anytime Fitness, Gold's Gym, Crunch and others. A list of Expresso Bike locations will also be available at [www.expresso.net](http://www.expresso.net). Throughout the *Pedal for Prevention* virtual ride-a-thon, participants can track their miles and donation totals by logging into their personal pledge page. Expresso will also post daily event totals on the event site.

"We are extremely grateful that Expresso Fitness chose the American Diabetes Association to be the beneficiary of this event. The efforts of Expresso Fitness

to create a fundraising campaign that incorporates bicycling as an activity fits nicely with the American Diabetes Association's mission and its signature fundraising bicycling event, Tour de Cure," said Kate Giblin, Vice President Campaign Development. "The diabetes community will greatly benefit from the monies raised by this event and we hope it will raise the level of awareness about the benefits of exercise in improving the lives of those affected by diabetes and the prevention of type 2 diabetes."

According to the latest diabetes statistics from the Centers for Disease Control and Prevention (CDC), there are 23.6 million Americans with diabetes and 57 million Americans with pre-diabetes. Studies have shown that people with pre-diabetes can prevent or delay the development of type 2 diabetes by up to 58 percent through changes to their lifestyle that include modest weight loss and regular exercise. Research also indicates that regular physical activity helps insulin work better, improves blood circulation and keeps joints flexible – all necessary to preventing diabetes. Additionally, it is crucial for those diagnosed with diabetes to include some form of physical activity in a diabetes self-management routine

Espresso Fitness will donate 100 percent of the proceeds raised over the course of the virtual ride-a-thon to the American Diabetes Association in order to help promote advocacy, research and education of diabetes, contributing to the Association's mission to prevent and cure this disease and to improve the lives of all people affected by it.

### **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. For more information please visit [www.expresso.com](http://www.expresso.com).

### **About the American Diabetes Association**

The American Diabetes Association is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, the Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-

DIABETES (1-800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

The American Diabetes Association's Tour de Cure event is a series of fund-raising cycling events held in 40 states nationwide to benefit the American Diabetes Association. To find out about an event near you, visit [www.diabetes.org/tour](http://www.diabetes.org/tour).

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