

For Immediate Release

Web Site for GameBike and GamePad Re-Launched

September 20, 2007 (Dallas, TX) --- Citing a need to better connect with both business partners and consumers, Source Brands, Inc. has re-launched a comprehensive web site for its active gaming products, GameBike™ and GamePad™. The address of the site is www.gamebike.com.

The new web site is the result of several months' research and development by the Dallas-based company. New elements include:

- A "blog" entitled "**The Clue**" which is updated every Thursday and offers interesting information about products and people who are making a difference in the health and fitness industries.
- The latest news about active gaming and "exergaming" in general, including a large number of recent press stories about the products.
- Practical tips for using GameBikes and GamePads in a physical education or fitness training regime.
- An video demonstration of the two products.
- Business tools, including product and sales information for GameBike and GamePad authorized dealers.
- Online ordering capability for the products.

President of Source Brands, Jim Stone noted, "For some time, we have needed a more effective way to communicate with both our distributors and other business partners and consumers throughout the world who wanted more information about GameBike and GamePad. This new site is the first step in this process."

He added, "We have packed the site with what we believe is useful information and we've mixed in some fun stuff too. This site will be a two-way conversation between our company and the people who support us."

The GameBike and GamePad products are manufactured and marketed by Source Brands, Inc. The company also owns Hudson Fitness Products™ and distributes Cateye Fitness™ products.

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