EXHIBIT G

From: John Foley [keylargofoley@gmail.com]
on behalf of   John Foley <keylargofoley@gmail.com> [keylargofoley@gmail.com]
Sent: 10/17/2011 6:36:12 PM
To: Hisao Kushi [hkushi@gmail.com]
Subject: better version

Peloton

(place-holder brand)

Combines the best of all worlds...

Best Spin Bike Equipment

Working out with others / friends

Peloton

Working out with an Instructor / Trainer

Spin Studios Exploding

- "What self-respecting Manhattanite would pay a premium to pedal 45 minutes to nowhere? As it turned out, quite a few." NYTimes, Oct 2010, Re: Soul Cycle

Social Status

- Top Instructors become somewhat celebrities
- "Youtube sensation" for Amatuer instructors...
- Top Athletes compete for top spots around the world

Music Content

- Licensing songs – Demand creation / marketing muscle
    - Need rights to songs
    - Have instructors select from approved songs
        (easy to line up 45 min or 60 min playlists)

Peloton

| Live | Classic Classes | Compete | Become An Instructor | Your Profile |

Personal
This Bike
This Club / Hotel
My Friends
This City
State
Country
World

Beth Smith
Professional - Rating 4.8/5.0 (16,345)
Chicago, IL   Starts in: 16:30 Min

Jim Hilton
Amatuer - Rating 4.2/5.0 (1,305)
Chicago, IL   Starts in: 4:30 Min

Jodi Kershowitz
Professional - Rating 4.8/5.0 (16,345)
Chicago, IL   Starts in: 1:30 Min

Joe Bernitt
Professional - Rating 4.8/5.0 (16,345)
Chicago, IL   Started: 2:15 Min Ago

See More

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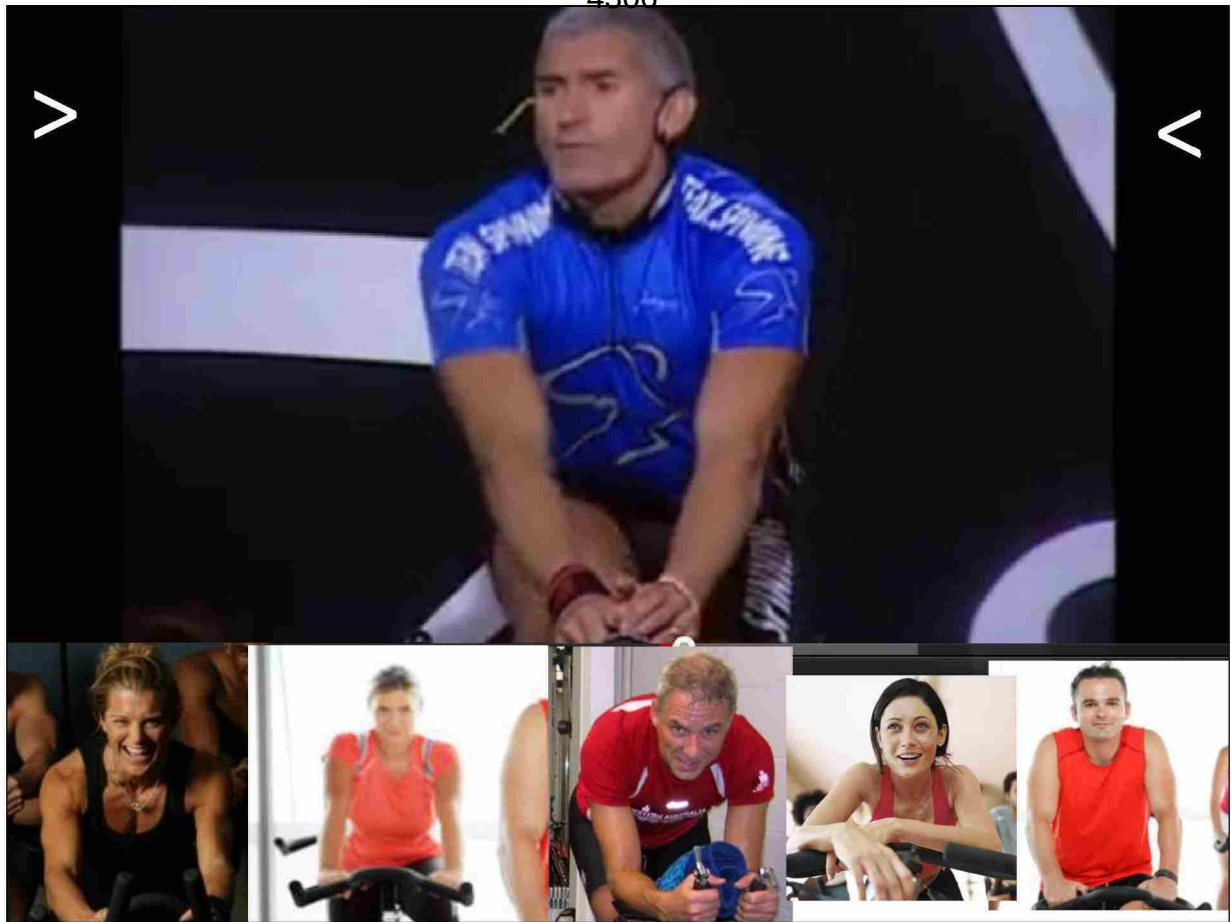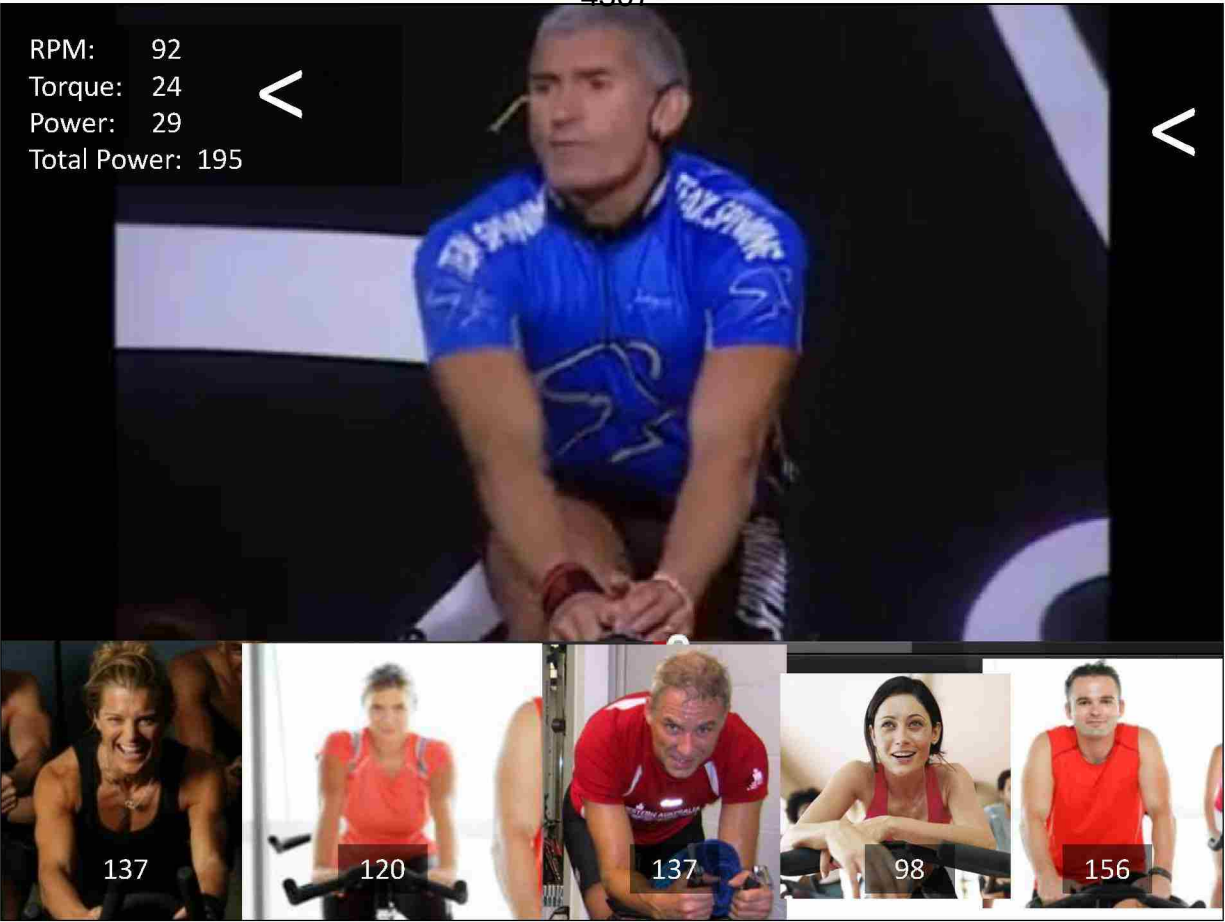**Joe Bernitt**

Professional - Rating 4.8/5.0 (16,345)

Chicago, IL   Started: 2:15 Min Ago

Your Friends in this class:

Join Class

Peloton

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Joe Bernitt
Professional - Rating 4.8/5.0 (16,345)
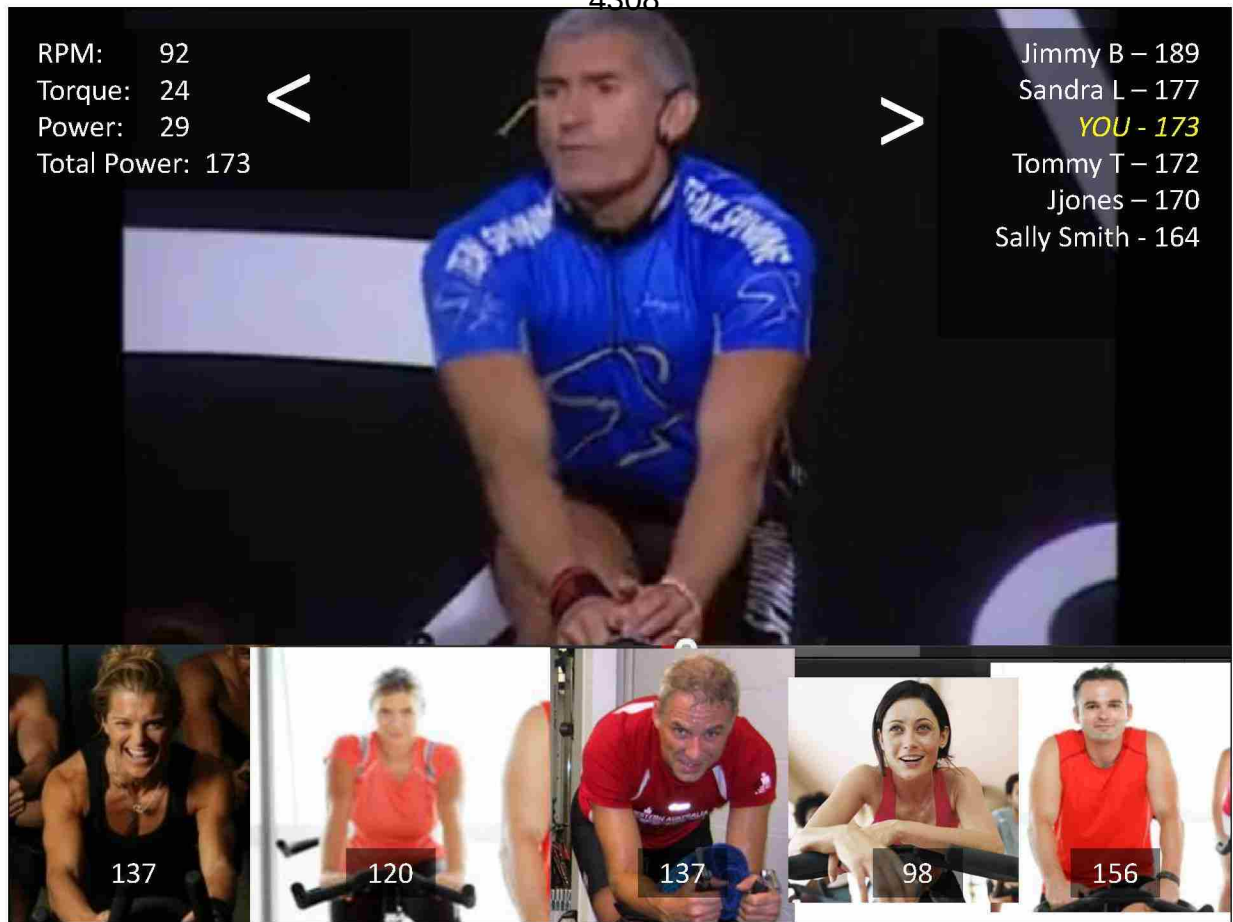Chicago, IL   Started: 2:15 Min Ago

Your Friends in this class:

Join Class

Global Market for Physical Fitness Equipment to Exceed US$10.5 Billion by 2015

- The United States represents the single largest market for physical fitness equipment, as stated by the new market research report on Physical Fitness Equipment. Asia-Pacific is likely to emerge as the fastest growing regional market over the forecast period buoyed by increasing awareness of health and fitness coupled with the rapid economic growth, disposable incomes, and increase in number of fitness clubs. ***Exercise Bikes represents the fastest growing product segment in the global physical fitness equipment market***, being driven particularly by the recumbent stationary exercise bike sub-segment. Treadmills continue to dominate the market, contributing more than a quarter of overall sales in the sector. About one-sixth of the US population used a treadmill in 2009.

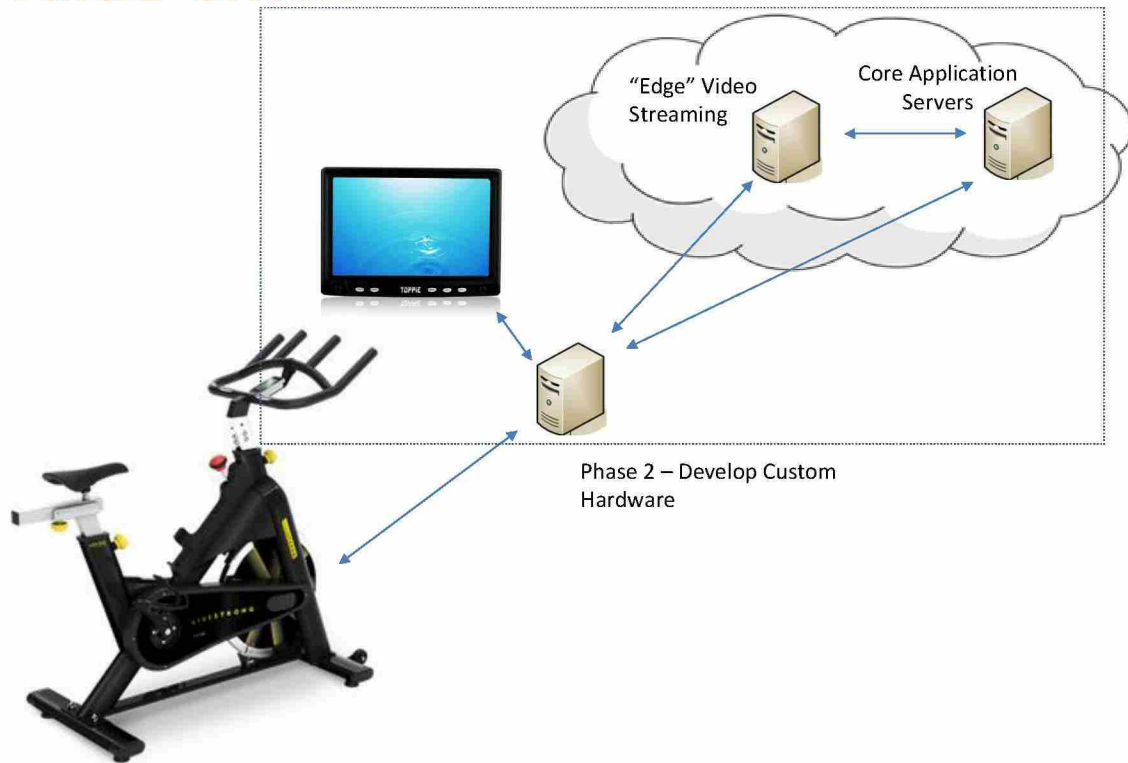*Global Industry Analysts, Inc.

What is protectable?

- Integrated ecosystem for instructor content attached to an exercise bike with social / friends integrated on top
- Volume controls where music and instructor's voice are reduced when friends talk
- Lots more (let's talk)

Value Chain

"Edge" Video Streaming

Core Application Servers

Phase 1 – Software Only;
Integrate with off the shelf

Value Chain

"Edge" Video Streaming

Core Application Servers

Phase 2 – Develop Custom Hardware

Prototype / Iterate Environment

- In-house R&D set-up with ~3 bikes, separated by walls
- Fast test and incorporate feedback cycle