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FOR IMMEDIATE RELEASE

Matrix Develops Advanced Training Platform with Johnny G

In-Trinity® helps users train more deeply by harnessing gravity and utilizing space beneath the board

COTTAGE GROVE, Wis. (March 11, 2015) – [Matrix Fitness](#) has partnered with Johnny G, the inventor of Spinning® and Kranking®, to develop a new incline training platform called In-Trinity®. The groundbreaking platform is built around the concept of negative space, which creates the unique opportunity for movement below the board. This allows users to extend their range of motion beyond what can be accomplished with traditional floor exercises.

“In-Trinity uses gravity and negative space to help users train more deeply and in ways never dreamed of before,” said Becky Jalbert, global product manager – personal and group training for Johnson Health Tech. “The platform draws its inspiration from traditional disciplines like yoga and martial arts, so it can be easily integrated into existing exercise protocols, or can be used to develop fresh, new programs to attract members.”

Traditional incline training platforms use gravity to provide resistance or assistance with particular movements. In-Trinity goes a step further by allowing users to train below the board for deeper stretching. This type of intensive bodyweight training helps to build strength, deepen flexibility and improve overall balance, coordination and agility.

In-Trinity is uniquely designed to maximize results for members while providing the ultimate in comfort and ease-of-use. **Ergo-grip rails** provide stability and help anchor the body so users can deepen stretches and explore new movements. **Quick-connect straps** serve as an extension of the board and keep users connected and centered. The straps provide resistance and stabilization, enabling users to confidently attempt more challenging moves. The unique, **hourglass shape** of the platform allows users to comfortably straddle the board. It also facilitates transitions between movements. **In-Trinity sticks** serve as extensions of a user’s arms and hands to provide length and light resistance. Finally, a **detachable comfort mat** removes easily for cleaning.

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ADD ONE - Johnny G In-Trinity Incline Board by Matrix

In-Trinity comes with extensive programming that allows for immediate integration into existing group training classes or the creation of new programming. Each program includes progressions and modifications to ensure proper technique and to accommodate users at all fitness levels.

Every In-Trinity board comes with an in-depth orientation program, which includes a printed orientation guide and two short videos. There are also two optional programs that offer a seamless progression from orientation to physical practice. Live on-site workshops and weekend certification camps are also offered.

“In-Trinity will help clubs break through the ‘sea of sameness’ by offering a unique twist to existing yoga or martial arts programs, or through the development of unique, new programs,” Jalbert stated. “With In-Trinity, clubs can create a distinct market advantage while enhancing member retention and revenue.”

For more information about the new Johnny G In-Trinity Board by Matrix, visit matrixfitness.com or call 866-693-4863.

About Johnny G

Johnny Goldberg, also known as Johnny G, is the creator of Spinning[®], the indoor cycling workout sensation. Born in Johannesburg, South Africa, Johnny was already an accomplished cyclist, competitive swimmer, triathlete and martial artist when he developed Spinning and the Johnny G Spinner[®] – the first indoor cycling bicycle in 1989. He opened the first Spin Centre in 1990 in Santa Monica, Calif. as well as the Spinning World headquarters in 1994. Since then, Spinning has evolved into a global fitness phenomenon. In 2008, Johnny partnered with Matrix Fitness to develop a revolutionary upper-body stationary cycle: the Krankcycle[®], and transformed conventional thinking by creating a new genre for cardiovascular training with Kranking[®].

About Matrix Fitness

Matrix Fitness (www.matrixfitness.com) is the fastest growing commercial brand in the world and is the commercial brand of Johnson Health Tech. Matrix is comprised of a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities.

About Johnson Health Tech

Johnson Health Tech, Inc. (JHT), Taiwan, is one of the largest fitness equipment manufacturers in the world and is home to some of the most respected brands in the fitness industry, including: Matrix, Vision, AFG, and Horizon. The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment. Johnson Health Tech’s global management headquarters is based in Taichung, Taiwan, with global product development, marketing and engineering based in Cottage Grove, Wis.

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This press release may contain forward-looking statements. There are a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by the statements above. These include, but are not limited to, competitive factors, technological and product developments, market demand and economic conditions.