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**FOR IMMEDIATE RELEASE**

## **Matrix Launches New MX4 Training System in the U.S.**

**COTTAGE GROVE, Wis. (July 14, 2016)** – Matrix Fitness is expanding its presence at the 2016 IDEA World Convention with the launch of the MX4 Training System. MX4 combines Matrix-exclusive equipment with originally created programming to create a signature group exercise experience that members will invest in and commit to more frequently.

“To remain on the forefront of creating inspiring fitness experiences, we always strive to recognize and embrace industry trends in order to meet the needs of our customers,” says Brian Rewkowski, Senior Manager of Strategic Accounts. “MX4 is our latest innovation that will enable us to positively impact the operations of our customers in regards to member engagement and additional revenue streams via the expanding popularity of group training in the marketplace.”

Matrix offers the most innovative group training portfolio on the market. The MX4 Training System is flexible and scalable. By combining products like the Connexus Functional Trainer, S-Drive Performance Trainer, Matrix Rower and Johnny G Krankcycle by Matrix, facilities can create a truly unique, turnkey multi-modality solution.

The originally-created programming includes the MX4 Small Group Training Course, addressing multiple aspects of fitness — cardio, power, strength and endurance. The core foundation of the course was built utilizing the Connexus Functional Trainer and select cardio products. Instructors will learn how to design, set up and program a dynamic small group class that integrates functional training tools including TRX suspension trainer, Dynamax soft shell medicine ball, flat circular bands, kettlebells, landmine and battle ropes. The course has been accredited by the National Strength and Conditioning Association, the Aerobics and Fitness Association of America, the American Council on Exercise and the National Academy of Sports Medicine.

“The MX4 Small Group Training Course was developed to support trainers and facilities looking to deliver a unique small group training experience while removing the burden of constantly having to create new workouts,” says Jeremy Shore, Group Education Director. “This allows trainers to spend more time coaching, encouraging and guiding class participants to help them get the results they desire. MX4

programming is made up of easily scalable total-body workouts that integrate best-in-class functional training accessories. Participants receive the direction, accountability and motivation they need to get results.”

MX4 will also be available with on-going business support to assist in identifying the best methods to integrate new revenue streams. Facility assessment, education, and marketing support will be available to build the solution that meets each customer’s specific needs.

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For more information about the all-new MX4 Training System from Matrix, visit [matrixfitness.com](http://matrixfitness.com).

### **About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://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 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.*