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Johnson Health Tech North America, Inc. • 1600 Landmark Drive • Cottage Grove, WI 53527 • p: 608.839.1240 • f: 608.839.1245 • www.johnsonfit.com

Media Contact:
Brian Meehan
W: 262.789.7630, ext. 133
E: brianm@celticinc.com

FOR IMMEDIATE RELEASE

Johnson Health Tech, Inc. first-quarter sales increase 22 percent in North America and 21 percent worldwide

Additional growth of 28 percent achieved in international commercial market

COTTAGE GROVE, Wis. – May 11, 2011 – Johnson Health Tech, Inc. (JHT), manufacturer of Matrix Fitness, Vision Fitness, AFG, Horizon Fitness and LIVE**STRONG®** Fitness equipment, today announced its first-quarter sales results ending March 30, 2011, revealing a 22 percent gain in domestic sales over the corresponding 2010 time period. Worldwide sales for Q1 rose by 21 percent.

The company's international commercial channel, including the premium Matrix Fitness line of cardio and strength equipment, experienced the most significant growth with a 28 percent increase over Q1 2010. JHT's North American retail market, consisting of six brands in the sporting goods/mass market and specialty business segments, saw a 25 percent growth over the prior year.

"Through our existing distribution models worldwide, and continued success with our retail and commercial product portfolio, we've continued in Q1 on a long wave of sales growth across all channels," noted Nathan Pyles, president of Johnson Health Tech North America (JHTNA). "Along with a renewed focus on the customer experience and strategic product development, this has led to a very strong beginning to 2011. We look forward to consistent, aggressive growth throughout Q2 and the remainder of the year."

About Johnson Health Tech
Johnson Health Tech, the third largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, including: Matrix Fitness, Vision Fitness, AFG, Horizon Fitness and LIVE**STRONG®** Fitness. 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.

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