



**Media Contacts:**

Tiffany Hoeye

(608) 839-1991

[tiffany.hoeye@johnsonfit.com](mailto:tiffany.hoeye@johnsonfit.com)

**FOR IMMEDIATE RELEASE**

**Gold's Gym Awards Matrix Fitness Vendor of the Year for Equipment.**

**COTTAGE GROVE, Wis.** – August 13, 2013 – Johnson Health Tech North America, Inc. today announced that its commercial brand Matrix Fitness was awarded the 2013 Gold's Gym's Equipment Vendor of the Year, its third such honor in the past five years. All Gold's Gym franchisees voted for the Vendor of the Year award. Voters ranked vendors in areas such as customer satisfaction, likelihood of referral and overall product quality. Matrix also won the award in 2009 and 2012.

Matrix received the award at the annual Gold's Gym Convention, which brought together more than 700 club owners, corporate executives, staff and vendors from 27 countries around the globe. Gold's Gym and its Gold's Gym Franchisee Association (GGFA) collaborated on this year's Convention themed, "Building Stronger Connections." The Convention concluded with the annual Gold's Gym Awards Ceremony, during which 27 awards in a wide range of categories were presented.

"Matrix has been a true partner to Gold's Gym and our franchisees," said Tim Hicks, senior vice president of franchising and international for Gold's Gym. "We have been continually impressed with the state-of-the-art equipment, great service and superior value that Matrix provides. They are constantly innovating to introduce new product lines and powerful new experiences to our members. As a valued member of our Global Vendor Program, we look forward to continuing our longstanding partnership with Matrix."

"Matrix truly appreciates and is honored by this recognition, especially knowing that the award is decided by the Gold's Gym franchisees themselves. We take customer satisfaction seriously at Matrix, and receiving this award is essentially like a favorable Net Promoter Score. It validates some things we're doing real well right now," said Kent Stevens, Matrix executive vice president.

**About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://www.matrixfitness.com)) is the premium commercial brand of Johnson Health Tech and 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 the third largest fitness equipment manufacturer 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.

# # #

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.

Ascent Trainer, Hybrid Cycle, FitTouch and Vista Clear are trademarks of Johnson Health Tech North America, Inc. Other products mentioned herein may be trademarks and/or registered trademarks of their respective companies.

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.