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FOR IMMEDIATE RELEASE

Matrix Fitness Expands Product Innovation and Delivers New Programs at IHRSA 2015

Free educational sessions, live demos, a fundraising event plus several new products will be featured

COTTAGE GROVE, Wis. (March 4, 2015) – Matrix Fitness is expanding its presence at IHRSA 2015 with the introduction of several new products and a dedicated education area, offering free seminars, live demos, technology tours and more. Show attendees and members of the media are invited to meet with Matrix (Booth 1700) at IHRSA 2015, which takes place March 11-14 at the Los Angeles Convention Center.

A major highlight for Matrix at this year's show includes a new lineup of commercial cardio and group training equipment, technology and tools, including:

- **Connexus Series** – Connexus is a versatile functional training system offering a variety of attachment points to accommodate a wide range of accessories and training modalities, including: bars, bands, med balls, boxing bags, suspension training straps and more. The system – which is available in either a wall-mounted or a free-standing unit – allows multiple users to perform an exercise at the same time and can be easily expanded for greater training capacity. Free Connexus training programs include the TRX Suspension Training module, Band & Ball module and Boxing module.
- **In-Trinity®** – This innovative incline training platform from Johnny G builds strength, deepens flexibility and improves balance, coordination and agility. In-Trinity presents a unique group training opportunity for club owners to offer independently or to integrate into existing yoga or martial arts programs. Original In-Trinity programming introduces imaginative movements and sequences that increase range of motion and breathe new life into traditional practices.
- **Sprint 8®** – Developed by Phil Campbell, this 20-minute, sprint cardio training program is scientifically proven to boost energy, reduce body fat and build lean muscle mass through the natural release of exercise-induced growth hormone. Sprint 8 will be exclusively available on 7xi cardio equipment from Matrix.

ADD ONE - Matrix Fitness Expands its Presence at IHRSA 2015

- **Personal Trainer Portal** – This program helps with member retention through personalized workouts designed by trainers for their clients. The portal allows for two-way communication through the 7xi console by connecting with popular third-party apps, ensuring accountability outside of regularly scheduled personal training sessions.
- **T3xh Treadmill** – This treadmill is designed specifically for therapeutic settings (active aging and PT) and developed based on research with users, facility owners, personal trainers and service providers. T3xh features a slow startup speed, reverse operation, simplified touchscreen and low step-on height with extended handrails for enhanced user security.

“We’ve developed a variety of unique tools and programs that allow club owners and personal trainers to enhance and expand what they’re currently offering to clients,” said Mark Zabel, vice president, global marketing and product development for Johnson Health Tech. “Many of these products can be offered as a premium or add-on to an existing program, which helps maximize results for clients, while improving member retention and revenue for club owners and trainers.”

In addition to introducing new products, Matrix will have a designated education area at IHRSA featuring a variety of new programs, including an interactive technology tour as well as an 84-inch, multi-touch interface to give show attendees a more interactive experience with new products. Several top industry leaders will also be presenting free, 30-minute educational sessions. These include: John Ford, Co-CEO of Netpulse; Ted Vickey, founder and president of FitWell, Inc.; Dave Schmitz, strength/conditioning expert and co-owner of Resistance Band Training Systems; Phil Campbell, creator of Sprint 8; and Hunter Allen, cycling expert and founder of Peaks Coaching Group. The informational sessions will cover fitness connectivity, HIIT and exercise-induced HGH, bodyweight training, youth training, power-based cycling and more. All show attendees are welcome to join.

During IHRSA, show attendees will have the opportunity to register a workout on any of the Matrix 7xi cardio equipment. For every minute logged, Matrix will donate \$1 to Augie’s Quest, the largest individual fundraising program for research and drug development aimed at ending ALS. The event will be open during trade show hours and early morning workouts.

For more information about product demos, speaking sessions and other events, please visit <http://www.matrixfitness.com>

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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