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FOR IMMEDIATE RELEASE

Matrix Completes its Strength Portfolio with Two New Strength Series

Matrix strengthens its position as a single-source provider

COTTAGE GROVE, Wis. (March 14, 2013) – Matrix Fitness announces the launch of two new equipment lines: Magnum and Varsity series strength. The two series are comprised of more than 240 products. There will be 11 machines presented at the International Health Racquet and Sportsclub Association (IHRSA) Trade Show March 19 to 22, 2013 in Las Vegas, NV.

Matrix announced the acquisition of Magnum Fitness in July 2012. The expanded portfolio and breadth of products rounds out its existing Ultra, Aura and Versa lines, allowing Matrix to offer the most comprehensive variety of strength training products to meet the needs of any commercial fitness facility worldwide.

MAGNUM SERIES

The Magnum series consists of multi-station towers, free weight units, plate-loaded machines, racks, platforms and accessories focused on performance, durability and function – ideal for the most demanding facilities. The products feature refined ergonomics and biomechanics that are desirable for all users.

Unique to the series is the innovative, patented Breaker Bench technology available on select Olympic bench products. The technology allows the user to move the bar into an optimal position before takeoff, resulting in correct posture and movement.

The Magnum series also includes 21 multi-station tower units that can be linked together to maximize space and create multiple configurations that will accommodate any commercial facility floor plan. Select tower units are also wheelchair accessible.

Varsity Series

The Varsity series is comprised of single-station units, multi-station towers, free weight equipment, plate-loaded machines, racks, platforms and accessories designed for value and strength-training variety. Setting the Varsity line apart are 10 dual machines that offer customers a value-priced option and training variety in a compact footprint.

“Commercial facilities want more variety. They want the ability to develop strength-training programs that lead to progression,” said Chris Adsit, global strength product manager. “Progression leads to a more results-oriented fitness program, which incorporates a variety of strength-training machines.”

“By combining innovation and attention to design detail with the proven durability of the Magnum and Varsity series, Matrix will now be the preferred choice for the most premium commercial strength products offered in the world.”

About Matrix Fitness

Matrix Fitness (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 North America, Inc.

Johnson Health Tech North America (JHTNA), Inc., is a leading fitness equipment manufacturer, providing of a full line of cardiovascular and strength-training equipment for health clubs, hospitality companies, sports training complexes, medical facilities and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness (commercial products) and Vision Fitness (specialty equipment).

JHTNA’s parent company, Johnson Health Tech, Co. Ltd., has been producing premium fitness equipment since 1975 and is the world’s fastest-growing manufacturer of fitness equipment.

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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.