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For Immediate Release

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JHTNA Launches ICG MyRide v3.0

New Console from Johnson Health Tech North America Allows Indoor Cyclists to Escape to Breathtaking Terrain across the Globe

COTTAGE GROVE, Wis. – Nov. 01, 2010 – Johnson Health Tech North America Inc. today introduced the new ICG MyRide v3.0, a virtual indoor cycling console that lets fitness enthusiasts experience indoor cycling in new way on their terms.

The sleek, high-definition 17" touchscreen console allows users to choose a biking challenge, build a custom workout to achieve their fitness goals or simply be entertained while watching their favorite TV shows or listening to the music of their choice.

"MyRide is ideal for health clubs and fitness facilities that don't have the room, staff or ability to hold traditional indoor cycling classes as well as facilities that want to offer on-demand indoor cycling for their members," said Becky Jalbert, product manager at JHTNA. "Loaded with over 1 million workout variations featuring either in-studio or outdoor coached rides, MyRide provides exercisers the opportunity to select a journey that suits their training needs at a time and duration that's right for them."

Like Matrix's 7xe cardio equipment line, MyRide v3.0 utilizes incredible outdoor scenery from Virtual Active. With the touch of a button, users can bike through the Rockies, the Swiss Alps, or the Mojave Desert without leaving the cardio floor. This allows users to escape and experience places they've never been while listening to their iPod; or, with the MySportif personal training program , a coach is there to guide and motivate them as they cycle the world's terrain.

To learn more about MyRide v3.0 or other innovative products by Matrix Fitness, go to www.matrixfitness.com.

About Matrix Fitness

Matrix Fitness (www.matrixfitness.com) is the premium commercial brand of Johnson Health Tech and comprises 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, Inc. is a leading provider of a full line of cardiovascular and strength-training equipment for health clubs, vertical market 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.