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**FOR IMMEDIATE RELEASE**

## **Matrix Reimagines Rower to Offer Unparalleled Indoor Rowing Experience**

*Engineered for exceptional comfort and intuitive use, the rower features a sleek and compact design without sacrificing performance*

**COTTAGE GROVE, Wis. (March 21, 2015)** – Matrix Fitness introduces the newly re-engineered rower, designed to offer whisper-quiet operation, a smoother stroke, easy adjustment and repeatable resistance levels to create an unmatched rowing workout. The low-impact rower offers an intense cardio workout that strengthens the entire body, while its sleek, compact build makes it easier to place the rower virtually anywhere in a workout facility.

“Reimagined from the floor up, we set out to engineer a rower that moved beyond just a stationary use,” said Mark Zabel, vice president of global marketing for Johnson Health Tech. “The new rower was designed to move into multi-modality circuits, health club cardio floors, specialized rowing classes and elite athletic training facilities, and to do so without compromise.”

Ensuring that the rower can accommodate a wide variety of users and stand up to the intensity of serious training, the foundation was built of premium solid steel to reduce vibrations. Acknowledging that traditional rowers are quite loud, Matrix engineered a brushed aluminum flywheel to replace the need for a noisy fan. The whisper-quiet rower features 10 precise magnetic resistance settings to challenge both first-time users and experienced rowers. Additionally, by eliminating the need for a fan, the rower has a smaller footprint, allowing it to be tilted up and rolled away for easy rearranging in circuits and on the cardio floor.

Engineered for exceptional comfort and intuitive use, the rower also features a self-powered, adjustable backlit console which is easy to see in a darkened class environment. Accommodating fast-paced cardio circuits, the program quick keys allow users to easily switch between sprinting, distance rowing and high-intensity interval training programs.

**-MORE-**

## **ADD ONE – Matrix Reimagines the Rower**

No detail too small, the seat features ergonomic contours, making intense training sessions more comfortable for the user. The reinforced handle features a comfort-enhancing molding, allowing it to stand up to hard use. Additionally, the high-quality cord is paired with a long aluminum rail, which is reinforced with stainless steel strips, ensuring that the rower stands up to a steady stream of users in even the busiest of exercise environments.

“Rowing has certainly evolved since we launched our original rower, nearly 20 years ago,” Zabel said. “Having started the redesign process back in 2012, thoughtful attention was put into every detail and we’re confident that the new rower from Matrix offers the finest rowing experience outside of water.”

For more information about the all-new rower from Matrix, visit [matrixfitness.com](http://matrixfitness.com).

### **About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://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 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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