MATRIX
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## For Immediate Release

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# MATRIX FITNESS HIRES INDUSTRY SALES VETERAN

*Andy Richters joins the Matrix team as Vice President of National Accounts*

**COTTAGE GROVE, Wis.** – May 31, 2011 – Johnson Health Tech North America is pleased to announce an exciting new addition to its Matrix Fitness sales force. Andy Richters, a 24-year industry veteran, will become the Vice President of National Accounts.

Richters joins Matrix Fitness from Star Trac, where he served as Vice President of National Accounts. Over the past 24 years, Richters built an industry-wide reputation of high integrity and a dedicated work ethic through exemplary account management.

"Richters brings years of solution selling strategies to the company, and is a momentous gain for the Matrix brand," said Kent Stevens, Executive Vice President- Matrix. "More than his knowledge, experience and sales productivity with numerous national accounts, Richters brings an honorable character and a relentless determination to satisfy his customers. He is a perfect fit to the Matrix culture."

### 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 (JHTNA), 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 Systems (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.*