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## **For Immediate Release**

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### **Johnson Health Tech North America introduces LIVESTRONG Indoor Cycling by Matrix**

**COTTAGE GROVE, Wis.** – March 8, 2010 – Johnson Health Tech North America, Inc. (JHTNA) has partnered with the **LIVESTRONG** Foundation to launch **LIVESTRONG** Indoor Cycling by Matrix, a complete indoor cycling product collection. **LIVESTRONG** Indoor Cycling by Matrix product line includes two indoor cycles; the **CYCLEWELL** system; and **I.C.E** Education, a comprehensive education platform. The **LIVESTRONG** indoor cycling product collection is proudly manufactured by the Indoorcycling Group and distributed by Johnson Health Tech under its commercial brand, Matrix Fitness.

“Since its inception, the **LIVESTRONG** Foundation has raised more than \$300 million to support its mission to inspire and empower people affected by cancer,” says Kent Stevens, executive vice president, Matrix Fitness sales. “By purchasing **LIVESTRONG** by Matrix fitness products, not only are you joining the fight against cancer, you are also empowering people to live a healthier lifestyle.”

Inspired by cancer survivor and seven-time Tour de France champion Lance Armstrong, the **E**Series LS and **S**-Series LS indoor cycles deliver uncompromised performance. The **LIVESTRONG®** Indoor Cycles by Matrix feature dual SPD pedals, a comfortable sports saddle, and a perfectly balanced 18kg flywheel for smooth cycling performance.

#### **S Series Model**

The **S**-Series LS cycle boasts the market’s first drop handlebar, an exclusive and unique design that simulates all outdoor riding techniques in an indoor environment. It also features an onboard computer to take training to the next level and a dual-descent water bottle holder for keeping water in easy reach.

#### **E Series Model**

The **E**-Series LS cycle combines commercial performance and durability at a great price. It also offers simple controls that appeal to users of all ages and experience levels.

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## **CYCLEWELL**

CYCLEWELL empowers de-conditioned individuals, rehab patients, pre- and post-natal mothers, seniors, cancer survivors, and those new to exercise to participate in indoor cycling. This innovative handlebar attachment, which can be used on both E and S-Series cycles, positions the user upright. This allows for unrestricted breathing and ultimately a more comfortable ride when paired with a wide saddle.

## **I.C.E Education**

The I.C.E Education series supports equal opportunity. Riders of all backgrounds and abilities are challenged to set new personal bests by utilizing six pillars of support: core skills, social responsibility, sports performance, special populations, practical teaching tools, and community.

“Our focus for the **LIVESTRONG** Indoor Cycling by Matrix product line was more than delivering high-quality indoor cycles,” says Becky Jalbert, product manager for Matrix Fitness. “We wanted to provide a new destination for people to train that both motivates and inspires them to do more than they ever thought possible.”

The **LIVESTRONG** indoor cycling product collection will be on display at IHRSA, March 10—13, at the Matrix booth (No. 2900)

## **About LIVESTRONG®**

Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and based in Austin, Texas, **LIVESTRONG** fights for the 28 million people around the world living with cancer today. **LIVESTRONG** connects individuals to the support they need, leverages funding and resources to spur innovation and engages communities and leaders to drive social change. Known for the iconic yellow wristband, **LIVESTRONG’s** mission is to inspire and empower anyone affected by cancer. For more information visit **LIVESTRONG.org**.

## **About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://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, the fourth largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, which now include **LIVESTRONG**, Matrix, Vision, AFG, and Horizon. The company manufactures a wide assortment of award winning fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training 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.*