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FOR IMMEDIATE RELEASE

Johnson Health Tech, Inc. second-quarter sales increase 46 percent in North American retail segment, 36 percent in commercial segment worldwide

First half sales results reveal 26 percent global increase overall

COTTAGE GROVE, Wis. – August 15, 2011 – Johnson Health Tech, Inc. (JHT), manufacturer of Matrix Fitness, Vision Fitness, AFG, Horizon Fitness and LIVE**STRONG®** Fitness equipment, today announced its second-quarter results ending June 30, 2011, revealing a 46 percent gain in North American retail sales over the corresponding 2010 time period, and a 36 percent gain in worldwide commercial sales.

In addition to the tremendous Q2 growth for the domestic retail market, the channel experienced a 33 percent increase in H111 over H110. Commercial sales rose globally by 32 percent in H111, and 17 percent in the North American market, where numbers are fueled by both the Matrix Fitness and Vision Fitness brands. Overall JHT sales saw a 26 percent increase for H111 across U.S. and all other worldwide subsidiaries.

"With a continued emphasis on quality product offerings and the best customer support possible, for both retail and commercial channels, we are pleased, though not surprised, to experience such massive growth across every segment of our business," said Nathan Pyles, president of Johnson Health Tech North America (JHTNA). "This year we set out to improve each aspect of the customer experience, from home delivery and maintenance to the workout itself, while growing strategic partnerships and leading the industry in product innovation. Meeting these goals has afforded us a strong Q1 and Q2, and we look forward to an even stronger year end."

About Johnson Health Tech
Johnson Health Tech, the third largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, including: Matrix Fitness, Vision Fitness, AFG, Horizon Fitness and LIVE**STRONG®** Fitness. 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.

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