Johnson Health Tech North America, Inc. • 1600 Landmark Drive • Cottage Grove, WI 53527 • p: 608.839.1240 • f: 608.839.1245 • www.johnsonfit.com

Media Contact:
Brian Meehan
W: 262.789.7630, ext. 133
E: brianm@celticinc.com

Johnson Health Tech, Inc. first-quarter sales increase by 32 percent in North America and 28 percent worldwide

Domestic sales growth of 58 percent achieved in sporting goods and mass market

COTTAGE GROVE, Wis. – May 3, 2010 – Johnson Health Tech, Inc., manufacturer of Matrix Fitness, Vision Fitness, Horizon Fitness and LIVE**STRONG®** Fitness equipment, today announced its first-quarter sales results ending March 31st, 2010, showing a gain of 28 percent worldwide over the corresponding 2009 time period. In North America, sales for the first quarter improved by 32 percent overall and all channels experienced positive growth within the company's sporting goods and mass market, specialty and commercial divisions.

"Much of our domestic growth can be attributed to the overwhelmingly positive response to our new treadmill product line at sporting goods and mass retailers, which had great sell through in the fourth quarter that led to continued growth in the first quarter," said Chris Clawson, President and CEO of Johnson Health Tech North America (JHTNA). In the sporting goods and mass channel, JHTNA showed an increase in sales by 58 percent over prior year.

In the commercial channel, Clawson noted an investment in new console technologies, such as the dynamic Virtual Active™ workout experience, and an expanded Matrix Fitness product portfolio have led to an increase in sales by 36 percent over the corresponding 2009 time period. The roll out of several exciting new products, including the Johnny G Krankcycle®, the award-winning T7xe treadmill, and the G7 series strength line, in addition to the expansion of JHTNA's partnership with the Lance Armstrong Foundation to launch the LIVE**STRONG®** by Matrix line, is fueling continued growth and optimism into the second quarter.

"Our international subsidiaries experienced outstanding sales growth in both retail and commercial segments," stated Mark Zabel, Vice President Global Marketing of Johnson Health Tech (JHT). "We believe our aggressive investment in new product development, strategic partnerships, new technology and our global marketing campaign has positioned JHT for continued growth worldwide throughout 2010," noted Zabel.

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, Vision, AFG, Horizon 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.