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. third-quarter sales increase 26 percent in North America and 20 percent worldwide

Third quarter domestic sales growth of 34 percent achieved in commercial market

COTTAGE GROVE, Wis. – October 29, 2010 – Johnson Health Tech, Inc. (JHT), manufacturer of Matrix Fitness, Vision Fitness, Horizon Fitness and LIVE**STRONG®** Fitness equipment, today announced its third-quarter sales results ending September 30th, 2010, showing a gain of 20 percent worldwide over the corresponding 2009 time period. In North America, sales for the third quarter improved by 26 percent.

"Much of our domestic growth can be attributed to a continued investment in sales support, marketing and product development," said Nathan Pyles, President of Johnson Health Tech North America (JHTNA). In the commercial segment, JHTNA showed an increase in sales for the third quarter by 33.5 percent over prior year. Year to date sales are up 45.7%. Pyles attributes much of JHT's commercial growth to extremely strong sales for the Matrix Fitness product line, specifically the award-winning T7xe treadmill and G7 strength.

In the retail segment, JHT showed an increase of 24 percent in North America and 20 percent globally, which Pyles accredited to a successful and well-received launch of its global elliptical and treadmill product platforms, complete with exciting new features like the MaxTone™ footpads and Livetrack Interactive™ Technology, to name a few.

"Our concentrated efforts to build the JHT brand portfolio globally and our international business development have continued to yield tremendous growth across all segments and channels, both in North America and worldwide," stated Mark Zabel, Vice President Global Marketing of Johnson Health Tech (JHT). "We've seen great interest in our new 2010 product launches and are excited to deliver continued innovation for our customers that has positioned JHT for record-breaking growth throughout the end of 2010."

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.