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FOR IMMEDIATE RELEASE

New Matrix Suspension Elliptical™ Challenges Owners to Believe in Better

Re-engineered Machines Prove Details Make the Difference

COTTAGE GROVE, Wis. (October 10, 2011) – Matrix Fitness announces the launch of an all-new Suspension Elliptical™ line, to deliver a better, exhilarating workout experience while minimizing machine wear and maintenance. The products, launching at the Club Industry Show October 13 to 14, 2011, in Chicago, Ill., challenge owners to experience a new standard in machines that solve real market concerns.

"By listening to facility owners, service technicians and users, we looked at the elliptical differently, with fresh eyes," said Mrako Fenster, director of industrial design. "We engineered several details with those specific audiences in mind. We gave users a more comfortable, total-body workout. As for facility owners and service technicians, we gave them a cord-free, compact design for easy placement, in addition to simplified maintenance."

To optimize user feel, Matrix's Suspension Elliptical was designed to move fluidly at a "Constant Rate of Acceleration." The machine's patented suspension design, free of wheels and tracks, eliminates friction and delivers the smoothest, most efficient motion possible. The Ascent's contralateral action mimics the body's true movement and, along with tapered, dual action handle bars, ensures a proper fit while delivering a full-body workout.

Comfort and convenience are further enhanced with Ergo Form™ grips with integrated resistance controls. Pedals are positioned lower to the ground to allow users to easily step on and off the product. Further, the pedals allow for a natural ankle flexion to reduce the foot tingling sensation produced by other machines.

(more)

MATRIX NEW SUSPENSION ELLIPTICAL – ADD ONE

"Our drive to innovate inspires us to creatively solve product challenges that others may ignore," said Mark Zabel, vice president of global marketing. "Solving market problems inspires our drive to innovate for our customers. "

The new Suspension Elliptical line consists of six models. In addition to the above technological advancements, features included on premier models, such as the E7xe, are equipped with:

- Integrated 15" touch screen display with FitTouch™ Technology
- Vista Clear™ Television Technology – the most vibrant picture quality in the industry
- Compatibility with Nike + iPod® for the Gym for workout tracking and with LIVESTRONG.com for tracking via USB
- Compatibility with iPod for video and audio playback, charging, and on-screen playlist selection
- Integrated personal three-speed fan
- Compatibility with Virtual Active™ technology - a high-definition workout experience with real destination footage from the world's best running trails
- WiFi enabled for use with Matrix's exclusive Asset Management System
- USB port for charging of USB 2.0 devices

About Matrix Fitness

Matrix Fitness (www.matrixfitness.com) is the premium commercial brand of Johnson Health Tech and is comprised of 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 (commercial products) and Vision Fitness (specialty equipment). JHTNA is a subsidiary of Johnson Health Tech, Co. Ltd.

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.