For Immediate Release

Editorial Contact:

Tiffany Hoeye
Johnson Health Tech NA
608-839-1991
Tiffany.hoeye@johnsonfit.com

G7 series strength wins International Design Excellence Award.

COTTAGE GROVE, Wis. – July 09, 2010 – Johnson Health Tech North America, Inc. today announced that the G7 series strength was awarded the bronze International Design Excellence Award (IDEA®) for commercial and industrial products by the Industrial Designers Society of America (IDSA). This is the second consecutive IDEA award Johnson Health Tech North America has received for its Matrix Fitness brand, with the T7xe treadmill IDEA in 2009.

The IDEA (International Design Excellence Awards) program is the premier international competition honoring design excellence in products, ecodesign, interaction design, packaging, strategy, research and concepts. The IDSA received 1,900 entries, the most entries since it began 30 years ago from 28 countries, choosing 38 gold-medal winners.

Judging criteria focused on eight areas of industrial design excellence: innovation; benefit to the user; benefit to society and natural ecology; benefit to the client; visual appeal and appropriate aesthetics; usability testing, rigor and reliability for the design research category; and internal factors, methods and implementation for the design strategy category.

“We are tremendously honored to receive such a prestigious award for the second consecutive year,” said Kent Stevens, executive vice president, sales. “This award is yet another representation of our truly gifted product development team at Matrix and their relentless commitment that went into the G7 series strength project. Matrix takes pride in our reputation for bringing innovative and technologically advanced products to our customers, and the G7 series continues this tradition by changing the way people think about strength equipment.”

The IDEA 2010 Award winners were announced in *Fast Company* on June 23, 2010.

About IDSA

The Industrial Designers Society of America (IDSA) is the voice of industrial design committed to inspiring design quality and advancing the design profession through education, information, community and advocacy. Founded in 1965, IDSA is a professional membership organization with more than 2,300 members in 27 chapters in the U.S. and internationally.

About Matrix Fitness

Matrix Fitness (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 North America, Inc. is a leading provider of a full line of cardiovascular and strength-training equipment for health clubs, vertical markets and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness Systems (commercial products) and Vision Fitness (specialty equipment).

JHTNA's parent company, Johnson Health Tech, Co. Ltd., has been producing premium fitness equipment since 1975 and is the world's fastest growing manufacturer of fitness equipment.

# # #

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. Ascent Trainer, Hybrid Cycle, FitTouch and Vista Clear are trademarks of Johnson Health Tech North America, Inc. Other products mentioned herein may be trademarks and/or registered trademarks of their respective companies.