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FOR IMMEDIATE RELEASE

Matrix Fitness, Powered by ICG, Launches New IC7 Power-based Indoor Cycle & Coach by Color Program

New indoor cycle delivers optimal performance and opportunity to group exercise, team coaching and personal training.

COTTAGE GROVE, Wis. (June 23, 2014) – In exclusive partnership with Indoor Cycling Group (ICG), Matrix Fitness announces the launch of power-based Matrix IC7 Indoor Cycle and Coach By Color® Power Program.

“Developing the advanced technology and applied science to improve performance, simplify coaching and bring power training to the fitness market is our greatest achievement,” said Gary Warren, International Marketing and Product Director for ICG.

“Through the Matrix IC7 and its Coach By Color Power:Play and Power:Drills programs we are bringing the most engaging, results-based opportunity to group and team training,” Warren continued.

The IC7 boasts indoor cycling’s first two-stage drivetrain that enables the market’s most accurate (+/-1%) direct WattRate® (Power) meter, 100-step precision magnetic resistance and 1:11 ratio high-speed flywheel. The bike’s performance metrics are delivered to the rider via the patent-pending Coach By Color Training Console – a console that vividly displays the user effort and power in three or five colored zones.

“Power-based indoor cycling has risen rapidly over the last few years and will undoubtedly become the norm based on the unquestionable value it brings to participants and facility owners. We believe the innovation in the IC7 and the Coach By Color program will generate maximum adoption in power-based training by making group training incredibly personal,” said Becky Jalbert, Global Product Manager – Personal & Group Training, “We are excited about the future.”

About Matrix Fitness

Matrix Fitness (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 ICG

For more than 19 years we have globally motivated, mentored and measured positive change in the lives and rides of the fitness and sporting community. Striving for excellence in indoor cycling has helped Indoor Cycling Group (ICG®) become the world's largest corporation specialized in the design, manufacturer and programming of indoor cycling equipment. With more than 250 dedicated staff members in Europe, North America and Asia, we ride united as one team – Team ICG®.

About Johnson Health Tech

Johnson Health Tech, Inc. (JHT), Taiwan, is the third-largest fitness equipment manufacturer in the world and is home to some of the most respected brands in the fitness industry, including Matrix, Vision and Horizon. 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. Johnson Health Tech's global management headquarters is based in Taichung, Taiwan, with global product development, marketing and engineering based in Cottage Grove, Wis.

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