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FOR IMMEDIATE RELEASE

Matrix Introduces mPower™ Integrated Technology Solutions

A solution-centric approach to fitness that leads to a better experience

COTTAGE GROVE, Wis. (March 12, 2013) – Matrix Fitness announces the introduction of mPower™ integrated technology solutions, an assortment of fitness equipment, hardware, software and connectivity options. mPower forms the new foundation of a solution-centric approach to fitness focusing on three core solutions that lead to a better fitness experience: Motivate, Mentor and Maintain. mPower integrated technology solutions will be unveiled at the International Health Racquet & Sportsclub Association (IHRSA) Trade Show March 19 to 22, 2013, in Las Vegas, NV.

MOTIVATE

mPower will improve retention by connecting users to engaging and motivational content through a controlled, exercise-friendly interface. This includes connectivity options such as Virtual Active, on-demand TV, music videos and multiple entertainment options.

MENTOR

mPower provides proven, useful tools and guidance to help users reach their goals, at their pace. This incorporates virtual coaching and Nike + iPod for the Gym. It also includes unique products like Myride and Myride+ that provide additional mentoring support to users and facilities.

MONITOR

Finally, mPower keeps centers running smoothly through the industry-leading Matrix Asset Management system that includes an online service portal, facility communication and customized monitoring tools. The ultimate benefit is increased uptime on products and improved ROI.

“mPower was created to better harness our innovative hardware, software and technology solutions,” said Tiffany Hoeye, global marketing manager. “mPower is our technological marketing platform that will continually evolve with the fitness industry in a way that better serves our commitment to improving the customer experience.”

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 fitness equipment manufacturer, providing of a full line of cardiovascular and strength-training equipment for health clubs, hospitality companies, sports training complexes, medical facilities and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness (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.

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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.