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FOR IMMEDIATE RELEASE

Versatility and Strength – The New Versa Line from Matrix Fitness

Versa strength training equipment allows customers to create programs complementing their space, budget and overall end-user needs

COTTAGE GROVE, Wis. (March 7, 2012) – Matrix Fitness announces Versa, a new series of strength training equipment offering enhanced versatility and customization when it comes to designing a workout environment. The Versa strength series gives health clubs and other fitness facilities the freedom and flexibility to create a program that complements their space, budget and overall end-user needs.

"With Versa, it's all about providing versatility to commercial facilities and the user experience," said Mark Zabel, vice president of global marketing for Johnson Health Tech, the parent company of Matrix Fitness. "Versa gives you the flexibility to design a system around your individual needs. In addition, it allows you to create an environment that's attractive, inviting and motivating for end users."

Versa strength training equipment provides a comfortable, effective and intuitive workout experience. Its superior design and bold look is the result of countless hours studying the way people interact with and use strength training equipment.

"We really looked at all of our stakeholders when designing the Versa line, including facility owners, service technicians and end users," said Chris Adsit, product manager. "By studying and understanding the unique needs of each audience, we were able to create real-world solutions that address very specific needs in the market."

For example, Versa strength training equipment is approachable, easy to use and works seamlessly with the body. The biomechanics experts at Matrix designed Versa to mirror the body's natural movement, which translates into a workout that is comfortable and highly effective.

For facility owners, Versa is durable, easy to maintain and delivers high-end performance. Its versatile design is ideal for any workout environment, including health clubs, gyms, hotels, colleges/universities and other institutional settings.

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VERSA STRENGTH TRAINING EQUIPMENT – ADD ONE

The Versa series from Matrix includes a wide assortment of strength training equipment, including:

- Converging Chest Press (VS-S13)
- Converging Shoulder Press (VS-S23)
- Diverging Lat Pulldown (VS-S33)
- Diverging Seated Row (VS-S34)
- Seated Triceps Press (VS-S42)
- Biceps Curl (VS-S40)
- Pectoral Fly/Rear Delt (VS-S22)
- Leg Press / Calf Press (VS-S70)
- Seated Leg Curl (VS-S72)
- Leg Extensions (VS-S71)
- Glute (VS-S78)
- Hip Abductor / Adductor (VS-S74)
- Abdominal (VS-S53)
- Back Extensions (VS-S52)

The standard Versa offering can be easily enhanced with various add-ons, including an increment weight, foot support kit, heavy or light weight stack option and the premium Versa+ trim package. The premium trim package includes: action-specific grips, air-shock assisted seat adjustment, electronic rep counter/timer, ergonomic adjustment handles and a design wing.

The Versa strength series will be on display at IHRSA 2012 in Los Angeles, March 14-17, in the Matrix Fitness booth (No. 1301). For more information about the new line, visit MatrixFitness.com, or call 866-693-4863.

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.