Strong • Smart • Beautiful

For Immediate Release

Editorial Contacts:

Glynis Gibson
Gibson Communications, Inc.
773-278-7700
glynis.gibson@gibsoncommunications.com

Tiffany Hoeye
Johnson Health Tech North America, Inc.
608-839-8686 ext. 2602
tiffany.hoeye@johnsonfit.com

New design makes the Johnny G KRANKcycle by Matrix even more robust and user friendly

COTTAGE GROVE, Wis. – March 5, 2009 – Johnson Health Tech North America, Inc. today introduced a totally redesigned version of the Johnny G KRANKcycle by Matrix. The new version of the commercial upper body cycle, which will debut at IHRSA this month, is even more robust and user friendly than the previous model.

"This new KRANKcycle has been rigorously tested to ensure it can withstand the most demanding health club environments," Becky Jalbert, product manager, JHTNA. "We've also incorporated some new features to make it even more user friendly and to accommodate an even wider range of exercisers."

The latest innovation from Spinning creator Johnny G, the KRANKcycle is a stationary hand-cycle with independent crank arms. This unique piece of fitness equipment provides an effective cardiovascular workout, builds upper-body strength, addresses muscle imbalances and improves posture. The KRANKcycle can be used independently or in a group format.

Among the design changes to the new commercial KRANKcycle is a rotating crank and flywheel assembly that allows for both forward and reverse movements from the seated position. This eliminates the need for exercisers to stand with their backs to instructors when kranking in reverse.

Additionally, the ergonomically shaped seat allows users to sit more comfortably while exercising, and its tapered design makes it possible for users to lunge or squat while kranking in a standing position. The seat also can be easily removed for wheelchair access, making it possible for all users to work out side-by-side in high-energy Kranking classes.

Other features include:

- Pivoting height adjustment to accommodate a wide range of torso and arm lengths
- Narrow crank axis allowing higher RPMs and faster cadence
- 350-pound maximum user weight limit

- more -

"Since the KRANKcycle and Kranking were first introduced at a limited number of beta site locations last year, they have been incredibly well-received," said Jalbert. "According to a number of the beta sites, Kranking classes have been a big hit with their members. In fact, some of the club owners are planning to bring Kranking to all their remaining locations."

With the majority of cardiovascular fitness equipment being predominantly designed for the lower body, the KRANKcycle is a great cross-training tool for advanced exercisers, people with leg or knee injuries, those who are overweight or pregnant as well as the active aging population.

Johnny G and his staff will be conducting daily demonstrations and group exercise sessions during IHRSA, March 17–19, at the Matrix booth (No. 702).

More information about the KRANKcycle and Kranking is available at www.krankcycle.com .

About Matrix Fitness Systems

Matrix Fitness Systems (www.matrixfitness.com) is the premium commercial brand of Johnson Health Tech North America Corp. 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.

KRANKcycle and Kranking are registered trademarks of Five Giri, Inc.

Spinning is a registered trademark of Mad Dogg Athletics.