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FOR IMMEDIATE RELEASE

Matrix Fitness Creates New Line of Ascent Trainers®

Machines Designed for Hill-Climbing Focus on Needs of Users, Facility Owners

COTTAGE GROVE, Wis. (October 10, 2011) – Matrix Fitness announces the launch of an enhanced line of Ascent Trainers®, a series of suspended elliptical fitness machines that recreate the experience of running up hills or climbing stadium steps, debuting at the Club Industry Show October 13 to 14, 2011, in Chicago, Ill. With the incorporation of several design and technological advancements, the new machines deliver an effective, total-body workout with a natural elliptical feel, and offer ease and flexibility in the placement and maintenance of machines.

"When it came to refining this piece of equipment, we focused on the end user and the facility owner," said Mrako Fenster, director of industrial design. "For the user, we focused on comfort and the tools necessary to meet fitness goals. For the owner, we made a flexible, energy efficient machine that requires less maintenance."

The new Ascent Trainer is designed for maximum user comfort with a more natural foot path. Matrix product engineers were able to mimic the contralateral motion of running or walking at an incline while minimizing fatigue on joints. The dual-action handlebars on the Ascent Trainer provide total-body conditioning. The increase in incline lengthens the user's stride, fully engaging glutes, hamstrings and core stabilizer muscles and resulting in a superior training experience .

The new Ascent Trainer avoids having users adapt to rigid machines. An exclusive "Constant Rate of Acceleration," coupled with a patented suspension design, delivers a perpetually smooth motion at any speed. The removal of wheels and tracks eliminates maintenance issues associated with friction, prolonging the life of the product.

(more)

MATRIX NEW ASCENT TRAINER LINE – ADD ONE

"Our goal was to create the best fitness experience possible," said Mark Zabel, vice president of global marketing. "Dozens of details were fine-tuned. We broke down the machine piece by piece and found ways to make it better."

Completely self-powered and cord-free, the Ascent Trainer reduces energy and saves money. With nothing to plug in, and a smaller footprint, it allows for freedom of placement and takes up less space on the floor.

Premiere features included on select models include an integrated 15" touch screen display with FitTouch™ Technology, Vista Clear™ television picture quality, compatibility with Nike + iPod® for the Gym, iPod video and audio playback with onscreen playlist selection and device charging, and integrated three-speed personal fan. Several machines are also compatible with the exclusive Virtual Active™ technology - a high-definition workout experience with real destination footage from the world's most scenic locations.

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.