



Media Contacts:

Brian Meehan
(262) 789-7630 x 133
brianm@celticinc.com

Tiffany Hoeye
(608) 839-1991
tiffany.hoeye@johnsonfit.com

FOR IMMEDIATE RELEASE

Matrix Launches 7xi Console with the Industry's First App Interface

Delivers the content users want in an easy-to-use, robust product offering.

COTTAGE GROVE, Wis. (March 11, 2013) – Matrix Fitness announces the launch of its new 7xi console series, the industry's first app-based interface available across the entire line of Matrix Fitness cardiovascular products. The new Matrix 7xi console is set to debut at the International Health Racquet and Sport's Association (IHRSA) Trade Show March 19 to 22, 2013 in Las Vegas, NV.

Designed exclusively for fitness, the 7xi's app interface creates a refined, exercise-friendly experience while offering users easy access to social media and web content in a controlled environment. The 7xi console also brings together Virtual Active, asset management and on-demand programming to provide the ultimate user experience in one seamless solution. Ten standard Virtual Active locations are included in each 7xi product.

The technology behind the 7xi console is much like that of a smartphone or tablet featuring a capacitive LCD touchscreen and cloud based data storage. The product also has the ability to be wired or wireless for seamless installation. The web-connected console ensures customers have the most up-to-date software and operating system, always providing the best user experience available on the market.

As a fully web-connected product, the 7xi comes standard with the Matrix Asset Management system. Further, a calendar app, programmed through Asset Management, allows facilities the ability to communicate news, specials and information directly to members via the product. Facilities may also add customized branding to the console's home screen.

"Technology is redefining the fitness industry. Entertainment, web-based educational content and mobile applications coupled with users' increasing desire for constant connectivity have created an opportunity that didn't exist a few years ago," said Andrew Kolman, director of console technology. "For us, it made sense to harness the app-based technology that the public is already familiar with and integrate it into our already user-friendly Matrix cardio products."

"Familiarity breeds comfort. Research shows that once users feel comfortable, retention increases. It reduces the barrier to entry and brings the content and information directly to the user in an interface that they are comfortable with," Kolman added.

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 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.