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Home Gym Reimagined: Matrix Announces Retail Launch of Cardio Line *New Collection Brings an Uncompromising Club Workout Home*

COTTAGE GROVE, Wis. (Nov. 14, 2016) – Johnson Health Tech is excited to announce the retail launch of its Matrix line of cardio fitness equipment. Previously available only in a gym or club setting, users can now experience the dynamic performance and uncompromising design of Matrix products from the comfort of their own home.

“For years Matrix Fitness has been a trusted partner in the commercial fitness industry worldwide, and we are excited to extend the Matrix brand to our home fitness customers,” said Mark Zabel, Vice President, Global Marketing and Product Development for Johnson Health Tech. “Matrix retail products are designed to bring a premium workout experience to the home – ensuring our customers a higher level of satisfaction with their fitness routine.”

Optimized for the home environment, the Matrix retail line offers the same durability, performance and industry-leading technology that fitness enthusiasts love about Matrix’s club-quality equipment. With a compact design, the machines fit comfortably in the home workout space, and the superior styling of the industrial design sets a new standard for how home fitness equipment should look. Three different intuitive consoles give users choices, whether they’re looking for an advanced experience that includes access to their favorite apps, social media, premium entertainment, stunning virtual journeys and much more, or a simple display with accurate, easy-to-read feedback that tracks heart rate, distance, watts and other workout metrics.

The Matrix retail line includes:

Treadmills – Offering the industry’s most advanced frame and deck combination, Matrix treadmills strike the perfect balance between engineering and aesthetics. The welded steel frame provides superior stability and the front wheel transport makes moving the treadmill easy. The Ultimate Deck™ System combines a heavy-duty frame, extra-thick deck, and industrial-grade cushions for miles of durable performance. The exclusive Johnson Drive System™ provides unmatched consistency and smoothness with a quiet, continuous-duty drive system that recalibrates with each footfall. Also available in a folding design, the deck can be lifted to a near-90 degree angle and rolled away to save space.

Ellipticals – The most compact, most comfortable and smoothest ellipticals in the industry, Matrix ellipticals feature wheel- and track-free Suspension Elliptical™ Technology, which reduces noise and friction, while providing a smooth, consistent feel. Available on the E50 model, the exclusive Exact Force™ Induction Brake offers smooth, easy and precise resistance changes at the touch of a button.

Ascent Trainers® – Matrix Ascent Trainers deliver an exceptionally smooth, ultra-comfortable exercise experience. The unique suspension design with PerfectStride® leveraged extensive research to combine an ideal stride motion, ergonomically correct foot positioning, and a variable stride length for a more natural-feeling workout experience as incline is adjusted to target muscles.

Similar to Matrix ellipticals, the Ascent Trainers feature wheel- and track-free Suspension Elliptical Technology.

Bikes – Matrix exercise bikes are designed for users of all shapes and sizes and are available in upright and recumbent bike designs. The upright and recumbent bikes feature Matrix's Dual Form™ Frame, which provides superior stability and easy step-through access, as well as an ergonomic Comfort Arc™ Seat to maximize support, and the Exact Force Induction Brake (select models), which makes it easy to quickly and smoothly change resistance.

The Matrix retail line is now available at specialty and fitness retail stores. For more information about Matrix products, pricing and where to purchase, visit johnsonfit.com.

About Matrix Fitness

Matrix Fitness (www.matrixfitness.com), a Johnson Health Tech brand, is the fastest-growing commercial fitness brand in the world. Matrix is comprised of a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities. For the first time, Matrix Fitness now offers a retail line with a focus on cardiovascular equipment for the home fitness enthusiast.

About Johnson Health Tech

Johnson Health Tech, Inc. (JHT), Taiwan, is one of the largest fitness equipment manufacturers in the world and is home to some of the most respected brands in the fitness industry, including Matrix, Vision and Horizon. The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment. Johnson Health Tech's global management headquarters is based in Taichung, Taiwan, with global product development, marketing and engineering based in Cottage Grove, Wis.

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