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FOR IMMEDIATE RELEASE

Matrix Fitness Showcases Game-changing New Products & Technologies at IHRSA 2016

Free educational sessions, live demos, and several new products will be featured

COTTAGE GROVE, Wis. (March 21, 2016) – Matrix Fitness is expanding its presence at IHRSA 2016 by launching forward-thinking products, highlighting new advancements in technology and adding a specialized education area offering free seminars, live demonstrations, technology experiences and more. Show attendees and members of the media are invited to meet with Matrix (Booth 2200) at IHRSA 2016, which takes place March 21–24 at the Orange County Convention Center.

Matrix will highlight a variety of new-to-market products and updated technologies at this year's show, including:

S-Drive™ Performance Trainer – Equally at home in elite athletic training facilities, as part of a group training circuit and out on the cardio floor, the new S-Drive Performance Trainer combines the benefits of weighted sleds, resistance parachutes and harness systems in one space-saving footprint. It includes a sled brake, parachute brake, adjustable harness, built-in sled-push bar, full perimeter handrails, low step-on height, low-inertia design, heavy-duty deck and a 7-degree incline ideal for building strength and explosiveness. This multipurpose piece of equipment can help users of all ability levels get an intense workout and refine their form with precise, immediate feedback from instructors. Since there's no need to plug it in, facilities can place the S-Drive Performance Trainer wherever it works best for their staff and members.

Rower – A new low-impact rower from Matrix Fitness offers an intense cardio workout that strengthens the entire body. A sleek, compact build that doesn't sacrifice performance makes it easy to fit into virtually any cardio floor. Engineered for exceptional comfort and intuitive use, the rower makes it easier than ever to select resistance levels, set training targets and switch between programs. Accurate, complete data feedback helps users measure improvement to get the most out of every workout. Created specifically for the busiest facilities, the robust rower is ready for a steady stream of users, day in and day out. It can even be integrated into large and small circuit training programs by simply placing it between weight and functional training stations.

Personal Trainer Portal (PTP) – Personal Trainer Portal is a new, intuitive dashboard that allows trainers to connect and engage with members like never before. Integrated into Workout Tracking Network, a single-source tracking tool that aggregates the user's fitness activity, PTP is easily customizable. Trainers can create signature exercise programs and assign workouts to help members reach their goals. PTP is accessible via compatible Matrix consoles or wireless devices, meaning that trainers and members can provide instant feedback and share data, like nutrition and daily activity, to encourage accountability and maximum results. PTP is also appealing to new or existing members who may have been hesitant to try traditional personal training sessions in the past. Additionally, PTP is compatible with Matrix 7xi and 7xe consoles and seamlessly connects with popular third-party apps and wearables like Fitbit®, MyFitnessPal®, MapMyFitness® and more.

The 7xi Experience – The updated 7xi console and software deliver a refined experience that can be tailored to the needs of the fitness environment. Better connectivity and an easy-to-navigate touch screen means that members can easily adjust settings, launch content, check the weather, access social media streams or watch a video all without breaking a stride or missing a beat.

Workout Tracking Network (WTN) – Workout Tracking Network is one platform designed to encourage multiple engagement points through customizable communication tools. Accessible wherever members are, WTN is compatible with Matrix 3x, 5x, 7xe and 7xi series cardio products, the xID user identification system, as well as other popular fitness tracking apps and devices. Facilities can even customize the interface with their own logos, colors and messaging, ensuring their brand is front-and-center with members. Additionally, WTN utilizes xCapture, which allows members to capture data from non-connected equipment by snapping a photo of the summary screen after a workout. Information is then automatically transferred to a member's workout portfolio.

Asset Management – Already one of the most comprehensive tools on the market, the newly upgraded Asset Management system from Matrix provides a complete view of total equipment status anytime, and for multiple facilities, on almost any internet-connect device. Easy-to-read-color coding instantly tells owners if the product is functioning properly and allows for quick access to equipment manuals and service information. In addition, product owners are able to access equipment-specific data to help understand usage patterns. Customized reports and automatic notifications help to maximize product life through proper maintenance, as well as the ability to better manage inventory and identify the optimum product mix for a facility.

“We’ve developed a variety of unique tools and technologies that allow club owners and personal trainers to enhance and expand what they’re currently offering to clients,” said Mark Zabel, Vice President, Global Marketing and Product Development for Johnson Health Tech. “Many of these products can be offered as a premium or add-on to an existing program, which helps maximize results for clients, while improving member retention and revenue for club owners and trainers.”

In addition to introducing new products, Matrix will have a designated education area at IHRSA featuring a variety of new programs, including an 84-inch, multi-touch interface to give show attendees a more interactive experience with new products. Several top industry leaders will also be presenting free, 20-minute educational sessions termed Expert Insights. Presenters include: Ted Vickey, founder and president of FitWell, Inc.; Phil Campbell, creator of Sprint 8; SGT Ken, founder of Start Fitness and 6x US Army Soldier of the Year; and Jeremy Shore, CSCS, PES, CES, CPT. The informational sessions will cover revenue generation with technology, best practices in group training, sprint and speed training, and more. All show attendees are welcome to join.

For more information about product demos, speaking sessions and other events, please visit <http://www.matrixfitness.com>

About Matrix Fitness

Matrix Fitness (www.matrixfitness.com) is the fastest-growing commercial brand in the world and is the commercial brand of Johnson Health Tech. Matrix is comprised of a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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.

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.