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Editor Contact:
Tiffany Hoeye
Matrix Fitness Systems, Corp.
430 South CP Avenue
P.O. Box 740
Lake Mills, WI 53551
Phone: 920-648-6100 ext. 333
<http://www.matrixfitness.com>
thoeye@matrixfitness.com

HYBRID CYCLE: A HUGE SUCCESS FOR MATRIX FITNESS

Madison, WI – December 5, 2005 – Matrix Fitness Systems introduced the industry’s most innovative new exercise cycle at the Club Industry in Chicago. The Matrix Hybrid Cycles were a show highlight in the new product arena, with post show reviews naming the Matrix Hybrid Cycle the “buzz of the show.”

In a category that has seen only modest innovation over the past decade; the Matrix Hybrid Cycle delivers a new ergonomic platform with significant improvements in both ease of entry and comfort. Unlike conventional upright bikes, the Hybrid Cycle is easy to mount with its step-thru frame design and command seating positioning. The Hybrid Cycle features a distinctive sculptural design and a brushless maintenance-free generator system that offers smooth performance and an extra-low starting resistance. The Hybrids also sport an easy-to-reach console and handgrips that fit both shorter and taller individuals.

“The Hybrid Cycle was developed to fill a gap between the upright and recumbent bike, and to bring life to a declining market segment,” said Derek Nelson, Director of Product Development. “The patent pending design offers a wider seat base, seat back, and arm rest for more comfortable positioning.”

“It’s our job to help clubs drive new membership, and retain existing members,” said Matrix’s Vice President of Sales, Kent Stevens. “One tool to achieve this goal is a continuous stream of innovative and unique products. This is the first in a stream of new products that we will launch over the next two years. They all deliver tangible benefits to a club’s members.”

Matrix has already built a reputation for being an industry leader in aesthetics, quality, and 5-star service.

Matrix Fitness Systems offers a complete line of cardiovascular and selectorized strength equipment for the commercial fitness markets. Matrix is the commercial division of Johnson Health Tech, Ltd, an ISO 9001 certified company. Johnson Health Tech is a publicly traded company celebrating its thirtieth anniversary this year.

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Contact: thoeye@matrixfitness.com
Phone: 920-648-6100

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