



FOR IMMEDIATE RELEASE

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## **MATRIX FITNESS SIGNIFICANTLY ADDS TO ITS SALES FORCE**

Madison, WI – June 20, 2006 –Matrix Fitness Systems, a commercial fitness manufacturer is pleased to announce the recent expansion of its sales force. Due to the tremendous growth Matrix has been experiencing over the past 18 months, five new territory managers and one regional director has been added for even better nationwide coverage. By July 1, 2006, Matrix projects having a full North American sales team of 12 territory managers and 3 regional directors.

### **Steve Rice – East Region Director**

Steve Rice began his fitness career within the hospital based wellness segment in 1993. This eventually led him to the equipment side of the industry with Fitness Warehouse/Busy Body. Rice then became an integral part of the start-up phase at FitLinxx and quickly became their Director of Sales Development. That success led Rice to Nautilus for the past 4 years as their Eastern Regional Director.

### **Steve Miller – North Atlantic Territory Manager**

Steve Miller comes to Matrix with over 9 years experience on the dealer side of the fitness industry. Most notably, Miller established Factory Direct Fitness LLC., a retailer and service provider. Under Factory Direct Fitness, Miller was a dealer for Matrix Fitness and several other high profile brands. "I feel Matrix stands out from the rest of the fitness industry by providing consumers with products that combine quality, durability amazing aesthetics and they are truly a great value," stated Miller.

### **Joe Noel – Mid Central Territory Manager**

Joe Noel got his start in the fitness industry with three successful years at Cybex; internally managing 3 of the 5 top dealer accounts. Noel then went on to Nautilus where he has had sales performance over 100% consecutively for the past 7 years. In 2005, Noel received their MVP award. Joe's follow through and attention to detail have enabled him to build solid customer relationships.

### **Pat Clougherty – South Atlantic Territory Manager**

Pat Clougherty brings over 9 years of impressive sales experience to the Matrix team, including retail, dealer and commercial sales. Clougherty has a profound knowledge of some national account chains with while serving as a National Accounts Manager for another major commercial brand. Through his commercial sales experience he's been awarded Rookie of the Year, Circle of Excellence, and "Going the Extra Mile".

### **Lori Perry – Mountain West Territory Manager**

Lori brings over 15 years of successful fitness sales experience to Matrix. Lori started with Carolina Fitness before moving to Colorado and joining All About Fitness. Lori's service focus and tenacity to perform has helped her build a long list of satisfied customers.

### **Tim Schmidt – Pacific West Territory Manager**

Tim has worked his way up in the fitness industry the hard way. Tim used to manage the equipment delivery teams while working at Exercise Equipment Company in WA. Over the next 6 years and a couple of vertical moves later, Tim developed into one of the top sales account managers in the upper Northwest.

"Matrix is proud to have been able to attract such dynamic individuals to join our team," stated Kent Stevens, Vice President of North American Sales. "Their industry experience, professionalism, and customer centric attitudes will most certainly be appreciated by our customers and prospects throughout their territories. This is an exciting time for all of us at Matrix as we welcome our new team members."

*Matrix Fitness Systems is a Wisconsin based corporation offering 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.*

*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.*

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