



**Strong • Smart • Beautiful**

## **For Immediate Release**

Editorial Contacts:

Glynis Gibson  
Gibson Communications, Inc.  
773-278-7700  
glynis.gibson@gibsoncommunications.com

Tiffany Hoeye  
Johnson Health Tech North America Corp.  
608-839-8686 ext. 2602  
tiffany.hoeye@johnsonfit.com

### **Johnson Health Tech North America, Inc. introduces new Matrix line of value-priced cardiovascular products**

#### **Matrix 1 Series is ideal for small vertical-market facilities**

**COTTAGE GROVE, Wis.** – Feb. 25, 2009 – Johnson Health Tech North America, Inc. today introduced the Matrix 1 Series, a new line of value-priced cardiovascular products that are ideal for fitness facilities with light traffic, such as those in vertical markets.

“In this economic environment, the 1 Series products are exactly what our dealers and customers need right now,” said Chris Adsit, product manager, JHTNA. “We’ve designed these products to perform in all environments and support them with a strong warranty—five years on parts and two years on labor—for light commercial settings. They offer the pleasing aesthetics and high performance customers expect from the Matrix brand at an unbeatable value.”

The new 1 Series line includes the U1x upright cycle, R1x recumbent cycle and E1x elliptical. All three models feature a large, blue, 7-inch backlit graphic LCD console display and intuitive controls that will make the series appealing to users of all experience levels. The models also feature cordless operation.

The U1x upright cycle boasts race-inspired handles with contoured elbow rests for added comfort and a seat that’s easy to adjust. The R1x recumbent cycle is designed for comfort and support with an Ergo Form seat and back pad, and a step-through design makes the bike easy to access. Both bikes include customizable user programs and quick-zip pedal straps for easy adjustment.

The E1x elliptical uses a 19-inch stride with auto positioning pedals to provide a smooth and comfortable workout. Like Matrix commercial ellipticals, the E1x provides a constant rate of acceleration which creates a smooth pedal movement that is easy on joints.

The 1 Series line also includes the T1x and T1xe treadmills. See separate release for information on those models.

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The new products will be on display at IHRSA, March 17–19, at the Matrix booth (No. 702).

### **About Matrix Fitness Systems**

Matrix Fitness Systems ([www.matrixfitness.com](http://www.matrixfitness.com)) is the premium commercial brand of Johnson Health Tech North America Inc. and comprises 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 Inc is a leading provider of a full line of cardiovascular and strength-training equipment for health clubs, vertical markets and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness Systems (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.*