



**Strong • Smart • Beautiful**

## **For Immediate Release**

Editorial Contact:

Tiffany Hoeye  
Johnson Health Tech North America, Inc.  
608.839.1991  
[tiffany.hoeye@johnsonfit.com](mailto:tiffany.hoeye@johnsonfit.com)

### **Matrix Fitness introduces commercial LIVESTRONG fitness products**

**COTTAGE GROVE, Wis.** – March 8, 2010 – As a result of a partnership with **LIVESTRONG**, Johnson Health Tech North America is pleased to unveil the **LIVESTRONG** by Matrix commercial line at IHRSA, March 11-13. The line is endorsed by seven-time Tour de France winner Lance Armstrong.

The **LIVESTRONG** by Matrix cardio line was developed specifically for the light commercial market and includes two treadmills (T1x & T1xe), an elliptical trainer (E1x), and both a recumbent and upright bike (R1x & U1x). It also features two indoor cycles. Every product in the **LIVESTRONG** by Matrix line is designed to enhance user comfort and convenience, and was developed to remain true to the Matrix mission: to deliver durable commercial products, on time, and with the lowest total cost of ownership.

“The partnership between JHTNA and **LIVESTRONG** has allowed us to harness the shared belief that everyone can make a difference in the fight against cancer by leading an active lifestyle,” said Kent Stevens, executive vice president, Matrix Fitness sales. “We’re proud to offer the tools fundamental for supporting health and fitness while at the same time supporting such a tremendous movement – each purchase from the **LIVESTRONG** by Matrix line ensures that a minimum of \$4 million will go to **LIVESTRONG** and the fight against cancer.”

All five cardio pieces from the new **LIVESTRONG** by Matrix line will be on display at IHRSA, March 11-13, at the Matrix Fitness booth (No. 2900). The booth also will feature the two indoor cycles that are part of the **LIVESTRONG** indoor cycling line, produced through collaboration with Matrix Fitness Systems and Indoor Cycle Group.

#### **About LIVESTRONG**

Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and based in Austin, Texas, **LIVESTRONG** fights for the 28 million people around the world living with cancer today. **LIVESTRONG** connects individuals to the support they need, leverages funding and resources to spur innovation and engages communities and leaders to drive social change.

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Known for the iconic yellow wristband, **LIVESTRONG**'s mission is to inspire and empower anyone affected by cancer. For more information visit **LIVESTRONG.org**

**About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://www.matrixfitness.com)) is the premium commercial brand of Johnson Health Tech 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, the fourth largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, which now include **LIVESTRONG**, Matrix, Vision, AFG, and Horizon. The company manufactures a wide assortment of award winning fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training 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.*