



## **For Immediate Release**

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### **MATRIX FITNESS STRENGTHENS SALES FORCE** *Brian Rewkowski and Dan Bodendein Hired as Strategic Account Managers*

**COTTAGE GROVE, Wis.** – – August 30, 2010 – Johnson Health Tech North America is pleased to announce two new additions to its Matrix Fitness sales force. Brian Rewkowski and Dan Bodendein join JHTNA as Strategic Account Managers for Matrix Fitness' JCC and YMCA east coast and west coast accounts, respectively.

**Brian Rewkowski** joins Matrix Fitness from Nautilus Commercial Fitness, where he served as national sales director and successfully transitioned the Nautilus-branded commercial portfolio to Med-Fit Systems. With a proven track record of award-winning sales leadership and multimillion-dollar sales growth, Brian brings a true entrepreneurial spirit and years of building solution selling strategies to the company.

**Dan Bodendein** comes to Matrix Fitness after 15 years at Star Trac by Unisen, Inc., where he most recently served as national account manager and restructured the company's relationship with Gold's Gym International, increasing international revenue and positioning Star Trac as a preferred vendor. In addition to wide-ranging industry expertise, Dan brings extensive sales and international experience to the Matrix team.

"Having Brian and Dan join our team is an enormous gain for the Matrix brand," said Kent Stevens, Executive Vice President- Matrix. "In addition to their experience in territory growth and development and key client retention, they are both truly dynamic and hard-working sales representatives and individuals. We are very excited to have Brian and Dan on board as we expand and build upon the Matrix portfolio."

#### **About Matrix Fitness Systems**

Matrix Fitness Systems ([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.**

***Third-Quarter Sales – Page 2***

Johnson Health Tech North America, Inc. is a leading provider of a full line of cardiovascular and strength-training equipment for health clubs, vertical market 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.*