

PRESS RELEASE: 28 June 2011

## Matrix Fitness Launches ICG MyRide

***Matrix Fitness aims to promote gym user engagement with MyRide - the latest innovation in Indoor Cycling, enabling users to take a Virtual Class or Escape to Breathtaking Terrain across the Globe.***

Matrix Fitness Systems, the commercial division of Johnson Health Tech UK Ltd, is delighted to introduce MyRide, a virtual indoor cycling console, developed by The Indoor Cycling Group. MyRide allows fitness enthusiasts of any level to experience indoor cycling in new way and on their own terms.

The sleek, free-standing or wall mounted high-definition 17" touchscreen console allows users to choose a biking challenge, build a custom workout to achieve their fitness goals, or simply be entertained while listening to music, watching their favourite TV shows, or surfing the internet.

"Cycling is experiencing a massive boom in the UK", said Jon Johnston, Managing Director of Johnson Health Tech UK Ltd. "MyRide is an ideal concept for fitness facilities looking to capitalise on this market growth and offer on-demand indoor cycling for their members".

Loaded with thousands of workout variations and featuring either in-studio or virtual outdoor coached rides. MyRide users have the opportunity to select a journey that suits their training needs at a time, intensity and duration that's right for them. MyRide also serves as an ideal introduction to indoor cycling for those members who want to try indoor cycling classes but may be apprehensive about joining a class straight away. The virtual instruction covers bike set up, position and gives lots of invaluable coaching for beginners as well as providing more experienced users with a challenging work-out.

Like Matrix's 7xe cardio equipment line, MyRide utilizes incredible outdoor scenery from Virtual Active™. With the touch of a button, users can bike through the Rockies, Yosemite, or the streets of LA without leaving the cardio floor. This allows riders to get more engaged in their workouts, escape, and experience places they've never been; and, with the MySportif personal training programme, a coach is there to guide and motivate them as they cycle some of the world's most interesting scenery.

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Johnson Health Tech UK Ltd

To learn more about MyRide or other innovative products by Matrix Fitness, go to [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk).

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Words: 349

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### About Matrix Fitness Systems

Matrix Fitness Systems - [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk) - is the commercial division of Johnson Health Tech UK Ltd, a supplier of a complete range of premium commercial grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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