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MATRIX FITNESS TO SUPPLY NEW FITNESS FIRST VENTURE

Matrix Fitness, the commercial division of Johnson Health Tech UK Ltd, has secured a contract to supply fitness equipment to Klick Fitness - Fitness First's new 'low-cost' club chain.

Under the terms of the deal, a complete range of Matrix Fitness equipment will be supplied to the first 7 Klick Fitness sites; further evidence of the company's growing strength as a major supplier in the UK market.

VP Global Development, Daniel Clayton, said: "We are delighted to become a key supplier to Fitness First's exciting new brand of 'low-cost' health clubs. Their philosophy has always been the provision of affordable fitness, so I am confident that Klick Fitness will prove an amazing success."

The latest venture for the world's largest health club chain reflects a growing trend in the 'low-cost' sector; where heavy operating costs and traditional staffing models have made way for a new breed of gym, offering price-conscious consumers a top quality experience, at an affordable rate.

Scheduled to open in September, the first seven Klick Fitness clubs will be based in Bromborough, Bradford, Manchester, Sheffield, Stoke, Wakefield, Aintree and Ipswich, with further sites planned over the next 18 months.

-ENDS-

For further information please contact Tracey Thake or Janette Rose at Johnson Health Tech UK Ltd on 01782 644900, or email Marketing@johnsonfitness.co.uk

About Matrix Fitness Systems

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Johnson Health Tech UK Ltd

Matrix Fitness Systems - 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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