



**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, Inc.  
608-839-8686 ext. 2602  
tiffany.hoeye@johnsonfit.com

### **New Matrix T1 and T3 Series treadmills from Johnson Health Tech North America, Inc. offer great value**

**COTTAGE GROVE, Wis.** – Feb. 27, 2009 – Johnson Health Tech North America, Inc. today introduced its new line of Matrix T1 and T3 Series treadmills, which offer a great combination of features and performance at economical prices.

“In today’s economy, everyone is looking for the best value they can get, and that’s what they’ll find in our new Matrix T1 and T3 Series treadmills,” said Andrew Kolman, product manager, treadmills and entertainment JHTNA. “With a solid feature set, a great price and an outstanding warranty, the T1 models are ideal for small, vertical-market facilities while the T3 models let health clubs give their members the performance and durability of commercial equipment at very affordable prices.”

The new T1x, T1xe, T3x and T3xe treadmills boast a sleek and space-efficient design along with the Ultimate Deck System, which absorbs impact for a soft user feel and provides more than 25,000 miles of maintenance-free performance. They also feature a low, 7.5-inch step-up height for easy entering and exiting.

#### **T1 Models**

The T1x has simple-to-use controls that will appeal to users of all ages and experience levels and a large LED display for easy viewing.

The T1xe is entertainment-ready with an integrated 7-inch LCD display featuring Vista Clear Television Technology for the most vibrant picture of any display in the industry. With its integrated TV, the T1xe is perfect for unsupervised fitness facilities, such as those at hotels and apartment complexes.

#### **T3 Models**

Engineered to withstand heavy-duty use, the T3 models combine commercial performance and durability at a great price.

**- more -**

**T1 and T3 Series Treadmills – Page 2**

The T3x has an LED display with simple, intuitive operation; the T3xe comes with the same integrated 7-inch LCD display featuring Vista Clear Television Technology as the T1xe.

The new treadmills will make their debut 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.

###

*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.*