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# NEWS RELEASE

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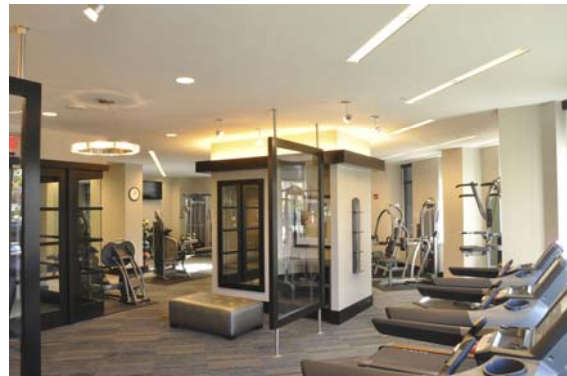
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## Heartline and Matrix Dealer Partnership Continues To Strengthen ...

Gaithersburg, MD, November 23, 2009 – A partnership that began approximately one year ago allowing Heartline to expand into the northeast is now fueling the company's growth in the Mid-Atlantic region. "We couldn't be more pleased with Matrix--from the quality and innovativeness of their products to the support of their parts group to the responsiveness of their executive team," says Bob Burgess, Heartline's president and CEO. With other industry vendors faltering, it seems Matrix is gaining significant ground. "They've made a believer out of me this year," continues Bob Burgess. Given the company's global cost position and innovative designs, I'm convinced they will become one of our industry's premier companies long term. In May, Gold's Gym International named Matrix its Equipment Vendor of the Year.

### *Meridian at Pentagon City, Arlington, VA*

Matrix Fitness is a subsidiary of Johnson Health Tech, Ltd. (JHT). Johnson Health Tech has been producing premium fitness equipment since 1975 and is the fastest growing manufacturer of fitness equipment in the world. JHT's market value exceeded the \$1 billion mark last year. It has earned both ISO 9001 and 9002 TQM certifications. A truly global company with nearly 10,000 employees worldwide, JHT has the intellectual resources necessary to produce the most technologically advanced equipment on the market. In addition to the Matrix premium commercial brand, Johnson also owns Horizon Fitness (consumer exercise equipment) and Vision Fitness (specialty fitness equipment).



In 2009, Matrix launched four new products lines including: 1 Series Cardio, 5 and 7 Series Line of Cardio Products with new FitTouch™ displays and Vista Clear™ television technologies, Johnny G KRANKcycle, and G7 Strength Training Circuit. In addition, the company introduced a number of new product wrinkles, such as Matrix's new asset management system which remotely manages a club's cardio inventory, the company's new T3x and T3xe treadmills, and MyRide indoor cycling consoles that provide virtual group cycling instruction for the individual user.

"In today's economy, everyone is looking for the best value, and we've designed the new 1 Series to fill that need, excel in all fitness environments, and to be supported by the best warranty in the industry," says Andrew Kolman, Matrix Product Manager. The new 1 Series includes T1x and T1xe treadmills (with and without embedded TV screens), U1x upright cycles, R1x recumbent bikes, and E1x ellipticals.

Introduction of Matrix's new 5 and 7 series of cardio equipment was capped off in July, 2009 when the company's flagship T7xe treadmill was awarded the bronze International Design Excellence Award (IDEA)

for commercial and industrial products by the Industrial Designer's Society of America. "This means a great deal to the Matrix family, as it validates our team's commitment to design excellence and the development of truly remarkable and quality products," said Kent Stevens, executive vice president of sales. The 7 series' new Fit Touch™ technology for intuitive touch-screen functionality and Vista Clear™ television technology has set the bar high for the fitness industry. "The new FitTouch™ consoles with FitLinxx wireless transmission and IPod™ and Nike compatibility really sets Matrix apart from the competition," says Jeff Shipman, Heartline's northeast sales manager.

#### *FitTouch™ Console*



After two years of development with Johnny G (the creator of Spinning®), Matrix began shipping the new Johnny G KRANKcycle by Matrix in November. The KRANKcycle is a stationary hand cycle with independent crank arms. This unique fitness piece provides an effective cardiovascular workout, building upper-body strength, while addressing muscle imbalances to improve body posture. According to Matrix's product manager, Becky Jalbert, "with the majority of cardiovascular fitness equipment being predominantly designed for the lower body, the KRANKcycle is a great cross-training tool for advanced exercisers, people with leg or knee injuries,

those who are overweight or pregnant as well as the active aging population."

Matrix's new G7 series boasts 19 pieces of strength training equipment, featuring converging and diverging ranges of motion, unique incremental weight system, a small footprint low-profile design, and an innovative electronic counter that tracks repetitions, activity time, and rest time. Not only a key feature in tracking an exerciser's usage and regimen performance, but the counter helps in capturing important service data for the club's preventive maintenance program.

The Matrix story is an important one, not only are they providing the best product quality and value on the market today, but it's backed by their Customer Advantage Program (CAP) that's second to none. The Matrix CAP program is the company's promise to its customers that their warranty, service, and delivery guarantees are absolute. The Matrix commercial warranty provides a three year "bumper-to-bumper" guarantee on parts and labor for its 3 Series cardio products and up, a 24-hour shipment guarantee on warranty parts, and an assurance that all orders will ship on time.

For more information about Heartline and Matrix's products, please visit [www.heartlinefitness.com](http://www.heartlinefitness.com), or call 800-262-3348 for a rep or dealer in your area.

#### About Heartline

Since 1983, Heartline's core business has revolved around designing, manufacturing, and distributing the highest quality, lines of commercial fitness and athletic training systems available. Over the past ten years, Heartline has partnered with a number of new companies and brands, covering the gamut of price points and market segments. Brands such as: Matrix, Paramount, Star Trac, BH Fitness, Everlast Performance Flooring, Cardiovision, FitWall, Freedom Climber, and Xergames. Our clients include such high profile organizations as: New Jersey Devils, Marriott Hotels, Lincoln Properties, Paradigm Companies, The JBG Companies, Fairfax County Public School System, and The United States Supreme Court.

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FitTouch™, Ascent Trainer™, Hybrid Cycle™, Ultimate Deck™, Vista Clear™, FitConnexion™, Dynamic Response Drive System™, and Action Specific Grips™ are all trademarks of Johnson Health Tech, Co., Ltd.

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