



PRESS RELEASE:

Heartline® Announces Changes To Its Roster

Gaithersburg, MD – Heartline Fitness Systems Partners with Matrix Fitness to offer customers additional fitness equipment options and adds two new regional sales representatives to keep up with the demands of an expanding enterprise.

Heartline Fitness Systems of Gaithersburg Maryland announced today that it has partnered with Matrix Fitness who operates out of Cottage Grove, WI. Matrix is a subsidiary of Johnson Health Tech who has been manufacturing premium fitness equipment since 1975 and is the largest manufacturer of fitness equipment in the world. Heartline has agreed to distribute Matrix Products in the Mid-Atlantic Region.

“We are thrilled to be offering the Matrix lines of both cardiovascular and strength training equipment to our clientele. The Matrix Fitness team has developed some of the most technologically advanced cardio options on the market today,” comments Jeff Shipman, the newest addition to the Heartline Team. Jeff is Heartline’s Northeast sales manager, covering Delaware, New Jersey, Eastern Pennsylvania and Eastern Maryland. This is Jeff’s 14th year in commercial fitness sales and management.

Mark Giusto of Virginia Beach is now heading up Heartline’s Tidewater Expansion Team. “Matrix continues to prove that you don’t have to break the bank to get an incredible product. Clients from YMCAs to high-end apartment complexes can all find something that will shine,” says Giusto.

“The Matrix Fitness core values lined up so closely with our own and so the partnership was a no-brainer,” observes Bob Burgess, Heartline’s President and CEO. “Our customers have been quite pleased with the look and quality of Matrix’s diverse line of products. We are looking forward

to a long and prosperous relationship.”

For additional information, contact: Erin Marr at Heartline Fitness, 301-921-0661 or erin@heartlinefitness.com.

Since 1983, Heartline’s promise has been to design, distribute and service the highest quality strength training and cardiovascular systems available. Through Heartline’s dealer and direct sales network, our products are sold internationally in Europe, South America, the United States and Canada. Our clients include such high profile organizations as: New Orleans Saints, New Jersey Devils, Marriott Hotels, Archstone-Smith Residential, Lincoln Properties, Fairfax County Public School System, and The United States Supreme Court.

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