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**FOR IMMEDIATE RELEASE**

## **New Matrix ClimbMill™ Answers Industry's Call for Better Climbing Machine**

*Ease of Use, Cleanliness and Enhanced Maintenance are New Benchmarks in Category*

**COTTAGE GROVE, Wis. (October 10, 2011)** – Matrix Fitness announces the launch of its new ClimbMill™ line, a series of climbing machines that address the specific needs of users, trainers, owners and service technicians in an innovative and purposeful way. The new ClimbMill by Matrix is set to debut at the Club Industry Show October 13 to 14, 2011 in Chicago, Ill.

The ClimbMill's exclusive step position software ensures steps will lock at the lowest possible point for users to easily step on and off the product. Steps are a full 10 inches deep to accommodate a wide range of users, and color variations are used to aid the user in proper foot placement. For added peace-of-mind, a Control Zone features a sensor that stops the step rotation when triggered by an object or person.

Designed for increased user comfort, the ClimbMill features Ergo Form™ grips with integrated pause, stop and resistance controls that make selections easier at any time during the workout. Multiple handrail positions accommodate a wide range of users for increased security. The lower handrail positions aid in user entry/exit of the machine.

The Matrix ClimbMill is easier to service and requires less maintenance than other machines. The exclusive Sweat Management System on an anti-rust frame channels sweat away from critical components, thus prolonging the life of the product. Integrated with the removable cleaning tray, the system helps keep facility floors clean.

“We saw a void in the industry for climbing machines. The market told us they wanted something better,” said Mark Zabel, vice president of global marketing. “We saw this as an opportunity to do something really exciting.”

**(more)**

## **MATRIX NEW CLIMBMILL – ADD ONE**

Service technicians will appreciate the access panel that can be quickly removed using a common coin and an integrated service light provides better visibility to internal components. Further, the ClimbMill boasts an oil-free ECB modular drive system and a motorcycle chain with a reversible bearing track for low-maintenance performance.

The new ClimbMill line by Matrix includes three models. Premiere features included on select models include integrated 15” touch screen display with FitTouch™ Technology, Vista Clear™ television picture quality, compatibility with Nike + iPod® for the Gym, iPod video and audio playback with onscreen playlist selection and device charging, and integrated three-speed personal pan. Several machines are compatible with Virtual Active™ technology - a high-definition workout experience with real destination footage from the world’s best running trails.

### **About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://www.matrixfitness.com)) is the premium commercial brand of Johnson Health Tech and is comprised of 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 (JHTNA), Inc., is a leading provider of a full line of cardiovascular and strength-training equipment for health clubs, vertical market and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness (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.

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*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.*