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For Immediate Release

Editorial Contacts:

Glynis Gibson
Gibson Communications, Inc.
773-278-7700
glynis.gibson@gibsoncommunications.com

Tiffany Hoeye
Matrix Fitness Systems Corp.
608-839-8686 ext. 1333
thoeye@matrixfitness.com

Matrix introduces industry's smallest health club-quality television and adds first stairclimber to product line

CHICAGO – Oct. 11, 2007 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, today at Club Industry introduced the smallest LCD television for health club-quality products and added the first stairclimber to its product line.

7-inch LCD Television

Matrix's new 7-inch LCD Television is the smallest commercial personal-viewing screen. Priced significantly less than 12-inch to 15 -inch models, it's ideal for clubs and facilities that have limited budgets but still want to add personal television entertainment to their cardiovascular equipment.

"While the trend in the industry is toward increasingly larger screens, research shows that 7 to 10 inches is the optimal size of a television when viewed from 2 to 3 feet away," said Andrew Kolman, product manager, treadmills and entertainment, Matrix Fitness Systems. "And with an MSRP around 50 percent less than 12-15 inch screens, our new product will appeal to health clubs and fitness facilities, including spas, hotels and condos, that want a cost-effective way to help differentiate themselves."

Exercisers will appreciate how the compact size of the 7-inch screen increases viewing privacy and lets them more easily see what's going on in the facility while they're working out.

"We've already received extremely positive feedback from club owners, dealers and users who are eager for us to bring this product to market," said Kolman.

Designed with integrated controls for a clean, seamless appearance, the 7-inch LCD Television is compatible with all new and existing 5 Series Matrix cardiovascular equipment. It will be available in November.

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S5x Stepper

Matrix's new S5x Stepper, its first stairclimber, rounds out the company's cardiovascular product line and gives its customers another product to increase the variety of exercise equipment they offer to meet the needs of their users.

"Our Ascent Trainer, Incline Elliptical and Hybrid Cycle were introduced to the market to give users a greater variety of movements," said Chris Adsit, product manager of bikes and ellipticals at Matrix Fitness Systems. "We know that's important for facilities to attract and retain members and to help users maintain their exercise regimens. Our S5x Stepper lets us offer even more variety to meet those needs."

Self-powered, so it can be placed virtually anywhere in a facility, Matrix's S5x Stepper features a belt-drive design for smooth, quiet operation; an angled, independent stepping motion, which mimics the feel of real climbing; and ergonomically designed handlebars and rails for enhanced user comfort.

An easy-to-use console lets users get started quickly, and integrated handlebar Quick Keys let exercisers make on-the-fly workout adjustments quickly and easily while still gripping the heart-rate sensors. Oversized, non-slip pedals provide comfort and stability while climbing.

Like all Matrix cardio machines, the S5x Stepper is CSAFE compatible, and the company's FITCONNEXION technology ensures clean, seamless integration of personal-viewing televisions.

The S5x Stepper comes with a five-year warranty on the generator and a three-year warranty on parts and labor through Matrix's Customer Advantage Program. With CAP, all warranty parts are shipped within 24 hours of call-in. An optional CAP dollars reimbursement program is available for in-house service, and the company guarantees on-time delivery for every order. Qualifying orders also receive Matrix-certified installation and on-site service training.

About Matrix Fitness Systems

Matrix Fitness Systems Corp. (www.matrixfitness.com) offers a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities. Based just outside of Madison, Wis., Matrix is a division of Johnson Health Tech. Co., Ltd., an ISO 9001-certified company and the fastest growing fitness equipment manufacturer in the world.

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