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For Immediate Release

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Matrix names Mark Zabel vice president, global marketing

COTTAGE GROVE, Wis. – March 14, 2007 – Matrix Fitness Systems today announced it has named Mark Zabel vice president, global marketing. In this newly created position, Zabel will report to Matrix President Chris Clawson. Zabel, 39, will join the company March 19.

“Mark is a proven leader and brings to Matrix a thorough knowledge of the fitness industry along with a winning, can-do attitude that is infectious to everyone around him,” said Clawson. “His experience in fitness product management, global marketing, sales and strategic planning make him ideal for leading our global marketing as we continue to introduce new products and grow worldwide.”

Previously, Zabel was senior manager, global marketing strategy, for Medtronic, a Minneapolis-based medical technology company. Before that, he spent more than five years in the Ramsey, Minn., office of Schiller Park, Ill.-based exercise equipment manufacturer Life Fitness, serving as product manager and then business manager for commercial strength products. He also spent 11 years in sales and sales leadership positions in Des Moines, Iowa, and Minneapolis for a leading commercial fitness equipment provider that was headquartered in Minneapolis.

Zabel has an MBA from the University of St. Thomas, Minneapolis, and a Bachelor of Science in health and exercise science from the University of Wisconsin-La Crosse.

“With its triple-digit growth last year and its portfolio of innovative products, Matrix is one of the most dynamic exercise equipment companies in the industry today,” said Zabel. “It has assembled a winning team and is poised to continue growing in the coming years, so I’m excited to get started with the company and look forward to meeting our customers at IHRSA the end of the month.”

About Matrix Fitness Systems

Matrix Fitness Systems Corp., www.matrixfitness.com, offers a complete line of cardiovascular and selectorized strength-training equipment for health clubs and other fitness facilities. Based just outside of Madison, Wis., the company is a division of Johnson Health Tech. Co., Ltd., an

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ISO 9001-certified company and the fastest growing fitness equipment manufacturer in the world.

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