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For Immediate Release

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Matrix announces U.S. third-quarter 2007 sales grew 98 percent and global sales increased by 55 percent

COTTAGE GROVE, Wis. – Oct. 8, 2007 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, today announced its U.S. third-quarter sales, ending Sept. 30, 2007, increased by 98 percent over the corresponding 2006 period. Over the same timeframe last year, global sales grew 55 percent.

Matrix believes that its innovative new products, including the Ascent Trainer, Incline Elliptical and the Hybrid Cycle, have helped to fuel its phenomenal growth.

“The market has responded extremely favorably to these new products, which enabled us to offer our customers cardio equipment with a wide variety of motion. That’s important for helping them attract and retain members,” said Chris Clawson, president, Matrix Fitness Systems. “The expanded line has produced increased revenue, and we have experienced a shift in our sales mix, with a higher percentage of sales on our cardiovascular products over our popular strength-training product line.”

Clawson also attributes the company’s nearly triple-digit sales growth to more customers realizing the benefits of Matrix’ Customer Advantage Program (CAP), its industry-leading standard three-year warranty coverage on parts and labor, and its response teams’ commitment to fast, dedicated customer service. He expects the growth trend to continue into 2008.

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., the company 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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