



Strong • Smart • Beautiful

For Immediate Release

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With Ascent Trainer, Matrix introduces a whole new way to move

Unique cardio product to debut at IHRSA 2007

COTTAGE GROVE, Wis. – March 1, 2007 – What do you get when you combine proven elliptical technology with an entirely new range of motion? You get Matrix Fitness Systems' new Ascent Trainer, the smoothest feeling, most dynamic total-body cardiovascular machine available today.

Featuring a unique motion, adjustable incline and variable stride length, the Ascent Trainer provides an effective, comfortable, challenging exercise experience for users of all fitness levels.

"While the demand for low-impact, total-body workouts is as strong as ever, our research shows that people want a cardio machine that offers something different, and the Ascent Trainer does exactly that," said Kent Stevens, executive vice president, Matrix. "Ideal for health club and fitness facility members who are looking to recharge their exercise regimens with a fresh challenge, the Ascent Trainer presents a whole new way to move that precisely matches the body's natural movement."

Smooth, comfortable and effective

The Ascent Trainer's constant rate of acceleration is the source of the machine's smooth, fluid feel. Minimal acceleration throughout the pedal's range of motion gives users smooth starts and stops, which means less stress on joints for a comfortable, low-impact workout.

The unit's stride length ranges from 21 inches to 24 inches, and it has 20 elevation levels that range 30 degrees, so it fully engages glutes, hamstrings and core stabilizer muscles.

Multi-position, dual-action handlebars with true contralateral movement allow arms and legs to alternate naturally and provide a total-body workout, while 25 resistance levels and a variety of programs, including Target Heart Rate, help keep exercisers motivated and interested. Heart

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rate monitoring is available through contact sensors in the stationary handlebars or hands-free wireless telemetry.

Easy-to-understand controls let users get moving quickly; integrated handholds on the back of the machine and a low step-up height make the Ascent Trainer easy to mount.

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

Extensive research, including VO_2 analysis, shows how effective the Ascent Trainer is, proving it burns calories faster than the equivalent use of treadmills or alternative trainers. In addition, surface electromyography (sEMG), which measures muscle group activation, or contraction, confirms that compared to traditional machines, the Ascent Trainer is smoother at zero incline and recruits more muscles at full incline. This increased muscle activation creates a more challenging workout than traditional machines, which in turn burns more calories.

“The Ascent Trainer provides a comfortable yet extremely effective workout for people of all ages and fitness levels, including those who are just beginning an exercise regimen, fitness enthusiasts, the deconditioned and those undergoing physical therapy,” said Stevens. “It will let health clubs and fitness facilities of all kinds offer something unique and exciting for attracting and retaining members.”

The Ascent Trainer comes with a three-year warranty on parts and labor through Matrix's Customer Advantage Program. With CAP, all warranty parts ship out within 24 hours of call-in. An optional CAP dollars reimbursement program is available for in-house service, and customers receive on-time delivery of every order. Qualifying orders also receive Matrix-certified installation and on-site service training.

The Ascent Trainer will make its public debut at the International Health, Racquet and Sportsclub Association's annual convention March 29 - 31 in San Francisco.

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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