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For Immediate Release

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Matrix to raffle Harley-Davidson motorcycle at IHRSA; all proceeds benefit Augie's Quest

COTTAGE GROVE, Wis. – Feb. 14, 2008 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, today announced it will raffle a Harley-Davidson motorcycle at the International Health, Racquet and Sportsclub Association's 2008 International Convention and Trade Show next month at the San Diego Convention Center. All the proceeds from the raffle will be donated to Augie's Quest, an initiative led by fitness legend Augie Nieto and supported by the Muscular Dystrophy Association to raise money for ALS research. The motorcycle, a Dyna FXDF Fat Bob, is valued at \$15,000.

Raffle tickets, which are \$20 each or \$100 for six, will be sold in the Matrix booth, No. 2530, Thursday, March 6, from 1 p.m. to 6 p.m., and Friday, March 7, from 11 a.m. to 4 p.m. The drawing for the winner will be held Friday, March 7 at 4 p.m.

A Harley-Davidson was a natural choice for the raffle, said Chris Clawson, president, Matrix Fitness Systems. "In addition to being based in Wisconsin, Matrix and Harley-Davidson are similar in many other ways," he said. "We both have product lines with uncompromising durability and performance and both companies are huge supporters of MDA and its efforts to raise money for life-saving research."

Matrix also is a lead sponsor of Augie's Bash, an event that raises money for Augie's Quest, to be held March 7 at IHRSA. As part of the sponsorship, Matrix contributed \$25,000 to the cause and provided \$25,000 worth of fitness equipment that will be auctioned at the event. Clawson will present a check to Nieto at Augie's Bash for the funds raised during the motorcycle raffle.

One of the most successful innovators in the U.S. fitness industry, Nieto was diagnosed with ALS in March 2005. "The worst day of my life was the day I was diagnosed with ALS. The best days of my life have happened since that day," he said. "Chris Clawson was one of the first people to reach out to me. He said, 'They might call it Lou Gehrig's disease, but they will call it Augie's cure!' I think about those words every night before I go to sleep. It took guts to predict the future. With Matrix's help, we will find a cure!"

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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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