



Strong • Smart • Beautiful

For Immediate Release

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Matrix signs agreement to distribute two new Tomahawk indoor cycles

COTTAGE GROVE, Wis. – Feb. 21, 2008 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, today announced it has signed an exclusive agreement to distribute two new Tomahawk indoor cycles. Matrix will distribute the E-Series and S-Series models to the commercial fitness market in the U.S. and Mexico with limited distribution to Central America and Canada.

The Tomahawk cycles further expand Matrix's already broad portfolio of best-in-class commercial fitness products. "The brand complements our objective of providing customers with equipment that is durable and easy to use. Plus, the Tomahawk bikes' world-class design also fits with our philosophy of developing products with industry-leading aesthetics," said Mark Zabel, vice president, global marketing, Matrix.

The agreement aligns Tomahawk with a leading marketing and distribution company. "Matrix is a perfect match for us," said Dan Valla, business director, Cytech GmbH, manufacturer of Tomahawk indoor cycles. "In addition to manufacturing the highest quality equipment on the market, Matrix is known for its commitment to exceptional customer service, which creates a perfect synergy for us."

Tomahawk cycles are renowned for providing the best indoor cycling experience, and the E-Series and S-Series continue that tradition. Both cycles offer features that will appeal to users and instructors alike, including:

- Advanced dual-sided SPD-compatible pedals with larger-than-average platforms
- Ergonomic saddles with an anatomical center-cutout for exceptional comfort
- Oversized bottom bracket assembly featuring precision bearings and forged high-carbon cranks
- Multi-ribbon belt drives for lasting durability and smooth performance

The S-Series also boasts a high-gloss silver finish, carbon fiber accessory parts, stainless steel wear covers and fore/aft adjustments on the handlebars.

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The new cycles will be on display at Matrix's booth, No. 2530, at IHRSA March 6–8. The bikes are designed for group cycling classes but also can be purchased individually.

About Cytech GmbH

German-based Cytech GmbH is the manufacturer of Tomahawk indoor cycles and the creator of the Indoor Cycling Experience (I.C.E.) program and the revolutionary MYride digital personal cycling system. For more information, visit www.indoorcycling.com/tomahawk.

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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