



**Strong • Smart • Beautiful**

## **For Immediate Release**

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### **Matrix introduces I5x Incline Elliptical cross-trainer**

**New machine boasts adjustable incline and variable stride length  
in space-saving design**

**SAN FRANCISCO** – March 29, 2007 – Matrix Fitness Systems today at the IHRSA 2007 international convention and trade show introduced the I5x Incline Elliptical, an elliptical cross-trainer that features an adjustable incline and variable stride length in a space-saving design.

“The adjustable incline and variable stride length provide users with a range of intensity and motion options for challenging, effective workouts,” said Kevin Mast, product manager, bikes and ellipticals, Matrix Fitness Systems. “Plus, this machine features a compact footprint for optimal placement in health clubs or fitness facilities.”

The I5x Incline Elliptical has 20 incline levels, and its 21-inch to 23-inch stride length, which varies in relation to the incline level, matches users’ natural footpaths.

Regardless of the incline level, the I5x’s constant rate of acceleration throughout the pedals’ range of motion makes each stride smooth, fluid and even. This provides exercisers with a comfortable, low-impact workout at a low perceived rate of exertion for maximum calorie burn.

Multiposition, dual-action handlebars with true contralateral movement ensure that upper-body and lower-body movements are synchronized and provide a total-body workout. Heart rate monitoring is available through contact sensors in the stationary handlebars or hands-free wireless telemetry. The machine offers 25 resistance levels and a variety of programs, including Target Heart Rate, to help keep exercisers motivated and interested.

Integrated handlebar Quick Keys make on-the-fly workout adjustments simple and intuitive. The maintenance-free Hybrid ECB system offers a smooth operation and an extra-low starting resistance that is ideal for exercisers of all fitness levels.

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Like all Matrix cardio machines, the I5x is CSAFE compatible, and the company's FITCONNEXION technology ensures clean, seamless integration of personal-screen televisions.

The I5x Incline Elliptical 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.

### **About Matrix Fitness Systems**

Matrix Fitness Systems Corp., [www.matrixfitness.com](http://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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