Strong • Smart • Beautiful

For Immediate Release

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Matrix unveils Functional Trainer at IHRSA; also introduces 10 new strength-training pieces

SAN DIEGO – March 6, 2008 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, today unveiled its new Functional Trainer at the International Health, Racquet and Sportsclub Association's 2008 International Convention and Trade Show. The company also introduced 10 new pieces that are part of its G3 strength-training line.

Functional Trainer Offers Exceptional Versatility

"Our Functional Trainer is one of the most versatile strength-training machines on the market today," said Michael Benso, product manager, strength, Matrix Fitness Systems. "It's the right blend of functional design and ease-of-use to provide users with exceptional variety for general strength training or for training for everyday activities or work- or sport-specific motions."

The product features include:

- More than 200 exercise choices
- 10 standard accessories, including golf and baseball bat handles
- Pulleys that can be adjusted easily with just one hand for multiple exercise positions
- Ergonomically designed handles that fit comfortably in the palm of a user's hand
- Attached instructional placard with detailed, easy-to-understand illustrations demonstrating how to correctly perform 28 exercises, so all users will be able to perform a total-body workout with ease
- Multi-grip pull-up and rock-climbing handles
- Dual, independent 300-pound (136 kilograms) and 400-pound (181 kilograms) weight stacks
- 1:4 resistance ratio for low starting resistance and low inertia

The Functional Trainer also has a unique integrated accessory panel. This innovative, swiveling panel not only keeps all of the machine's exercise accessories within easy reach of the user, but also helps facilities maintain a clutter-free workout space.

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Another unprecedented feature is the Functional Trainer's integrated fold-away step. Designed to help shorter exercisers comfortably reach the pull-up and rock-climbing handles, the step features a polyethylene coating, making it resistant to corrosion and abrasion.

Ideal for high-speed sports training movements, such as throwing or swinging, the Functional Trainer boasts equal, continuous tension, with no cable slack throughout fast or slow motions. Athletes conducting run-based training will appreciate the unit's extremely long cable travel: 16 feet with the 300-pound weight stack; 14 feet with the 400-pound stack.

"In designing this new product, we wanted to take functional training even further by incorporating features and functionality that would benefit users, fitness facilities and personal trainers," said Benso. "For example, many instructional wall charts fall down or are easily damaged—and they're often difficult to understand. We integrated ours and made it easy to follow. Plus, we give users and personal trainers an enormous array of workout options to meet their exercise needs."

New G3 Strength-Training Pieces Expand Line

Also at IHRSA, Matrix introduced 10 new additions to its G3 strength-training line. The new pieces expand Matrix's strength offering, giving its customers more equipment choices and the opportunity to create a unified look by stocking their fitness facilities entirely with Matrix products.

Among the new pieces are four independent converging and diverging selectorized units, including the Converging Chest Press, Converging Shoulder Press, Diverging Lateral Pulldown and Diverging Seated Row.

Four other new pieces are Matrix's first plate-loaded machines. They are the Angled Leg Press, the Seated Calf Raise, and two benches: the Incline Bench Press and the Supine Bench Press. Both bench press units feature independent converging motions.

"Independent converging and diverging movements closely replicate the body's natural movement for a more natural, comfortable feel throughout a range of motion than other products provide," said Benso.

The other two new units in the line are the Abdominal Crunch and the Adjustable Bench. The unique design of the Abdominal Crunch allows exercisers to perform an effective, natural crunch movement that maximizes abdominal muscle involvement. The Adjustable Bench features a new mechanism that makes it easy for all users to adjust and will accommodate bench-press exercises performed with a smith machine.

About Matrix Strength Equipment

All Matrix strength machines, including the new Functional Trainer and G3 units, boast industry-leading aesthetic designs, unmatched strength and durability and user-friendly features.

The Functional Trainer and new G3 strength-training units will be available in July. Each product will come with a three-year warranty on parts (excluding the Functional Trainer's accessories) and labor through Matrix's Customer Advantage Program. With CAP, customers receive on-time delivery of every order and all warranty parts ship within 24 hours of call-in.

Qualifying orders receive Matrix-certified installation and on-site service training, and an optional CAP dollars reimbursement program is available for in-house service.

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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This press release may contain forward-looking statements. There are a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by the statements above. These include, but are not limited to, competitive factors, technological and product developments, market demand and economic conditions.