PRESS RELEASE

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TITLE: **Luxury Hotel Brand Hand Picks Matrix Fitness to Equip Third Property**

CONTENT:

Overlooking the captivating St. Aubin's Bay in St. Helier, Jersey, the Grand Jersey Hotel and Spa is the 20th property in the Hand Picked Hotels' portfolio, and the latest to undergo a full refurbishment, including the installation of a state-of-the-art, Matrix Fitness-equipped gym.

Hand Picked Hotels - a collection of individual country house hotels located throughout the UK and the Channel Islands - have benefitted from significant investment; not only to restore their beautiful architectural features and historical quirks, but also, where appropriate, to introduce a more contemporary design. The purchase of the 5 star Grand Jersey Hotel & Spa on the Esplanade - one of three Hand Picked properties in the Channel Islands - strengthened the operator's position and reflects the potential for increased corporate and conference business across the region.

Recent investment in a new suite of Matrix Fitness gym equipment at Grand Jersey follows the installation of Matrix products at the Fawsley Hall Hotel & Spa, and St. Pierre Park Hotel, Spa and Golf Resort. Open to guests and members, the new-look gym features a range of 7xi Series cardio products including treadmills, ellipticals, and upright cycles, each has been designed to deliver a refined workout experience. Gym users can adjust settings and launch content with ease as the touchscreen display looks and operates like familiar tablets, with an exclusive app interface linking users to stunning entertainment - with access to 4000+ music videos plus popular TV shows; social media favourites, including Facebook and Twitter; and effective fitness tracking.

For those requiring extra motivation, the 7xi Series also incorporates forward-motion, high definition Virtual Active footage synced to equipment to provide immersive workouts along some of the world's most famous and beautiful paths, routes, and trails. Alternatively, users can access tips to help them reach their fitness goals through independent training via the Virtual Coaching component.

The gym also features the innovative IC7 Indoor cycle, described by Olympic gold medallist and Matrix Fitness ambassador Dani King MBE, as *"The most relevant, smoothest static bike I have ever trained on!"*, and premium strength products to ensure something for everyone.

Commenting on the decision to partner with Matrix Fitness on a third consecutive project, Lesley Bacon, Group Health Club & Spa Manager, said:

"*We have had very positive feedback from our members regarding the look, feel & functionality options of the new Matrix equipment at Fawsley Hall alongside first class support for the team running the health club. We have now extended this relationship to two of our Channel Island hotels that are undergoing full gym refurbishments."*

The property also boasts 123 bedrooms, including six suites; a selection of dining options, including the three Rosette, Tassili restaurant; Victoria's brasserie; an enclosed Terrace for al fresco drinks and barbecues, and a glamorous Champagne lounge. The hotel also features the Park Suites – a dedicated business centre with private cinema, meeting rooms and flexible events space, and award-winning Spa,

offering a range of treatment rooms, indoor heated pool, sensory experience showers, steam room, and Jacuzzi.

For more information about Grand Jersey and Hand Picked Hotels, please visit www.handpickedhotels.co.uk/grandjersey

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world - is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.