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## **For Immediate Release**

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### **Matrix is cardio equipment of choice for three Gold's Gym of Los Angeles**

**COTTAGE GROVE, Wis.** – Sept. 24, 2008 – In an agreement announced today, Gold's Gyms of Los Angeles has selected Matrix Fitness Systems cardiovascular equipment for three of its health clubs.

Before selecting Matrix equipment, Gold's Gyms of Los Angeles conducted extensive research, evaluating all of the major cardio brands for six months, said Angel Banos, CEO, Gold's Gyms of Los Angeles. That was followed by an eight-month test of Matrix products in the company's downtown Los Angeles and Hollywood clubs, two of the busiest facilities in the country. Gold's Gyms of Los Angeles also owns and operates facilities North Hollywood, Simi Valley and Thousand Oaks.

"Over those eight months, the Matrix machines did not require a single service call, which was amazing!" said Banos. "There is no doubt that Matrix products are the best for our clubs and for giving our users the finest fitness experience. The Matrix machines are easy to use and they are very sexy looking. In addition, they obviously are extremely durable and reliable, which is what we need given that our health clubs are among the busiest in the country."

Banos also cited his organization's belief in Matrix's parent company, Johnson Health Tech North America Corp., as an important part of the decision to purchase Matrix machines.

"The company is a strong manufacturer, it's well capitalized, it has exceptional research and development and customer service departments, and it's run by a very strong team," said Banos. "Matrix cardiovascular products are positioned to be on the cutting edge for years to come. We are very excited about this relationship."

In early November, Matrix cardiovascular equipment, as well as co-branded Matrix Tomahawk indoor cycles, will begin being delivered to the downtown Los Angeles gym, which is being completely renovated and will feature all Matrix cardio equipment. Matrix also will be the predominant cardio equipment in two other Gold's Gym of Los Angeles clubs; those locations

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are yet to be determined. Banos said the company may use the new equipment to replace existing cardio equipment in a club that is already open or install the equipment in a new facility.

“Angel Banos is one of this industry’s visionaries, and he is known for his very high standards, so his choice of Matrix for his health clubs is a great honor and a testament to our innovative, high-quality exercise equipment and superior customer service,” said Kent Stevens, executive vice president, sales, Matrix brand.

In 2007, Matrix became a recommended brand of cardiovascular and strength-training equipment for Gold’s Gym franchisees worldwide.

### **About Gold’s Gyms of Los Angeles**

Brothers Angel and William Banos opened their first Gold’s Gym franchise in North Hollywood, Calif., 20 years ago, and since then, their gyms have earned more than 75 prestigious Gold’s Gym International awards and are viewed by many as the standard by which all other clubs are measured. The company has five health clubs (Hollywood, North Hollywood, downtown Los Angeles, Simi Valley and Thousand Oaks) with more than 44,000 members, and plans to open 10 more gyms in Southern California over the next five years. The clubs have attracted numerous celebrities and have been featured in a number of magazines and television shows.

### **About Matrix Fitness Systems**

Matrix Fitness Systems ([www.matrixfitness.com](http://www.matrixfitness.com)) is the premium commercial brand of Johnson Health Tech North America Corp. The brand includes a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities.

### **About Johnson Health Tech North America Corp.**

Johnson Health Tech North America Corp. is a leading provider of a full-line of cardiovascular and strength-training equipment for health clubs, vertical markets and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness Systems (commercial products) and Vision Fitness (specialty equipment).

JHTNAC’s parent company, Johnson Health Tech, Co. Ltd., has been producing premium fitness equipment since 1975 and is the world’s fastest growing manufacturer of fitness equipment.

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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.*