



**Strong • Smart • Beautiful**

## **For Immediate Release**

Editorial Contacts:

Glynis Gibson  
Gibson Communications, Inc.  
773-278-7700  
glynis.gibson@gibsoncommunications.com

Tiffany Hoeye  
Matrix Fitness Systems Corp.  
608-839-8686 ext. 1333  
thoeye@matrixfitness.com

### **Matrix announces a 146 percent increase in U.S. first-quarter sales and an 85 percent increase globally**

**COTTAGE GROVE, Wis.** – April 30, 2007 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, today announced its sales results for the first quarter ending March 31, 2007. U.S. sales for the first quarter increased by 146 percent over the corresponding 2006 period. Globally, sales grew 85 percent over the same timeframe last year.

“Much of our domestic growth can be attributed to the expansion efforts of our U.S. commercial sales team and the hiring of key personnel to support our customers,” said Chris Clawson, president, Matrix Fitness Systems. “And our 85 percent global growth shows that our commercial sales and operations teams throughout Asia, Europe and North America continue to gain momentum.”

Clawson also says some of the company’s phenomenal growth is due to more customers realizing the benefits of Matrix’s Customer Advantage Program (CAP), its industry-leading standard three-year warranty coverage on parts and labor, and its exceptional response teams that are committed to fast, dedicated customer service. He expects the trend to continue.

“Helping to fuel continued growth in 2007 will be our innovative new products, including the Ascent Trainer and the Hybrid Cycle, which have been very well received,” Clawson stated. The Ascent Trainer is a dynamic total-body cardiovascular machine that features a unique motion, adjustable incline and variable stride length. The Hybrid Cycle is an exciting new product that combines the best of upright and recumbent cycles and offers users a more comfortable alternative to conventional bikes.

#### **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

- more -

**First-Quarter Sales – Page 2**

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.

# # #

*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.*