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## **For Immediate Release**

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### **Matrix and Johnny G to showcase the Krankcycle at IHRSA**

#### **New upper-body machine offers a variety of cardiovascular, strength and group exercise opportunities**

**COTTAGE GROVE, Wis.** – Feb. 28, 2008 – Matrix Fitness Systems, a leading global manufacturer of premium exercise equipment for commercial use, and Johnny Goldberg, known in the industry as Johnny G, today announced that they will showcase the Krankcycle at IHRSA next week in its official industry debut. The latest innovation from Johnny G, the creator of Spinning, the Krankcycle is a stationary hand-cycle that offers a variety of cardiovascular exercise, strength-training and group exercise opportunities.

Designed to provide an upper-body cardiovascular workout, the Krankcycle utilizes an adjustable, variable-resistance mechanism connected to a floating flywheel. Boasting several pending design patents, it is the industry's first upper-body rotational fitness product with independent crank arms. Each of the Krankcycle's height-adjustable "krankarms" can drive the unit, but because one arm cannot assist the other, the product provides a balanced and coordinated workout.

While the Krankcycle focuses on upper-body cardiovascular training, it can be used standing or sitting, so it offers an opportunity for strength training and core exercises as well. It also presents a cardiovascular cross-training option for people with leg or knee injuries and those who are overweight, obese, older or pregnant.

Krankcycles can be used in Kranking, a new group exercise program from Johnny G that complements other group cycling programs.

"Designed to be the ultimate indoor cross-training tool, the Krankcycle enables fitness facilities to offer their members a new way to exercise and even more group exercise program variety, so the cycles can be placed in the cardio, strength-training and group exercise areas of a facility," said Goldberg.

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Johnny G and his staff will be conducting demonstrations and group exercise sessions daily during IHRSA, March 6–8, at the Krankcycle booth (No. 2426), located across the aisle from the Matrix booth (No. 2530).

“We are thrilled about entering the group exercise arena with the most exciting exercise program to come out since Spinning,” said Chris Clawson, president, Matrix Fitness Systems. “Johnny G and his team are experts in education and training, and Matrix’s expertise is in design, manufacturing, marketing, service and distribution. Together, we have the resources to develop a global education and training program for Kranking and establish it as the next big thing in group exercise.”

“Matrix is a first-rate organization with some of the most intelligent, talented and visionary people in the industry,” said Goldberg. “They see the opportunity Krankcycles and Kranking present to people of all ages and fitness levels. With its experience and capabilities, Matrix will be the perfect partner for bringing this innovative form of exercise to health clubs and fitness facilities all over the world.”

Krankcycles currently are in beta testing at a number of fitness facilities: Club One Fitness facilities in Northern California; Equinox Fitness, Frogs Fitness and Platinum Fitness in Southern California; Equinox Fitness and Reebok Sports Club in New York; and the Boston Club/LA in Boston. Fitness facilities interested in participating in the beta test should contact Johnny G at 805-637-0820 or [JohnnyG@krankcycle.com](mailto:JohnnyG@krankcycle.com).

More information about the Krankcycle and Kranking is available at [www.krankcycle.com](http://www.krankcycle.com).

### **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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*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.*

*Krankcycle and Kranking are trademarks of Five Giri, Inc.*

*Spinning is a registered trademark of Mad Dogg Athletics.*